A+E Networks **Drives Innovation** with TotalRewards Software

Partnership Delivered A Truly Tailored, Dynamic Rewards Presentation

Impactful Storytelling, Uncompelling Compensation Story

A+E Networks® have grown into a multimedia content powerhouse by employing great listeners, innovators and idea movers. They offer their talented crew a competitive benefits package, but their reward statements didn't tell the whole story. What's more, their method of organizing and delivering statements was highly manual.

The Challenge

The Vice President of Total Rewards at A+E, Geraldine Potts reveals, "I was working 70-hour weeks just to get mail merges produced in proper fashion. There were 16 different incentive scenarios for 1,400 employees globally, and I had to customize each one. It was a nightmare." Employees, especially those outside the United States, had to wait weeks for reward statements to arrive.

> **I was working all hours of the day and night...It was a nightmare.**

Quick Facts

- 1,400 Employees Worldwide
- 335M Viewers
- 500M+ Digital Users

Challenges at a Glance

» Creatively showcase the value of total rewards in a colorful, engaging way

» Customize incentive plans for 1,400 employees globally

» Reduce manual processes to enable HR to focus on strategy and improving benefits

» Provide employees, especially global employees, rewards statements in a timely manner

True Value, Truly Tailored

Potts and her team started seeking out a more user-friendly, scalable software solution. As a Workday user, Potts had an extensive "wish list" of features for the new platform, including the ability to easily customize branded templates with the proper

data and verbiage describing the value propositions. Everything on the backend needed to be smooth to ensure timely delivery of statements. She no longer wanted to spend the month leading up to annual reviews creating custom statements or assembling tedious mail merges.

Potts insists that "timely communication and transparency are key in HR." A+E moved from a simple, static statement to a truly tailored, dynamic rewards presentation that conveyed the true value of their compensation and benefits packages. The evolution from hand-delivered paper statements to an online platform now enables employees and managers to access valuable information 24/7. Real-time access to information

ensures that everyone is prepared for annual reviews, allowing individuals and the organization as a whole to successfully complete year-end conversations.

Total Compensation: Delivered

Given that A+E Networks offers an array of total compensation elements, collaboration and custom developments were at the heart of A+E's implementation of TotalRewards Software. The TotalRewards team partnered with Potts to deliver a solution that considered every facet of individual value and potential. To Potts, no detail could be spared in the delivery of an engaging total rewards statement.

Potts remembers the implementation phase, "TotalRewards Software was a great partner throughout the process. We had a lot of challenging requests, particularly with our annual incentive statement, and they gave us what we wanted."

There was one hiccup late in implementation, right before annual reviews were due to take place. However, on a tight timeline, the TotalRewards team custom coded a solution, allowing A+E to launch the new rewards initiative on schedule.

Wish (List) Granted

TotalRewards Software took Potts's "wish list" very seriously, and delivered a solution that streamlined the process end to end. Now, Potts is out of the weeds and able to focus on HR strategy that will shape the future of A+E and the talent it relies on. "The fact that you can add custom wording, color and graphics, versus the generic, vanilla statement we delivered before, is just more inviting," Potts adds.

20 Hours saved per week leading up to reports

...timely communication and transparency are key in HR.

Scalable, Streamlined Success

A+E invests in employees who make a difference for the organization and popular culture as we know it. With the ability to depict a holistic view of compensation and benefits through a dynamic platform, they're better equipped to show A+E's contribution to total rewards.

TotalRewards Software successfully streamlined the A+E Networks total rewards statement process while improving efficiency, reporting and the end-user experience. Down the road, Potts intends to scale the platform, utilizing additional features to promote the full range of benefits offered to employees. Explaining the platform overall, Potts stated, "TotalRewards Software is a great tool to incentivize and motivate employees through fully illustrating the employer/employee contribution equation."

About TotalRewards Software

Headquartered in Roseville, California with an office in Manila, Philippines, TotalRewards Software is a private company founded by business and technology professionals with a mission to deliver a high-quality, cost-effective total rewards marketing platform to employer organizations worldwide. Our application presents all aspects of total rewards to employees and candidates in more than 40 countries across five continents to industries such as retail, manufacturing, construction, non-profit, education, financial, insurance, professional services and technology.

Benefits at a Glance

- 24/7/365 Accessibility
- Significant Time Savings
- Real-time Analytics
- Stronger Communication
- Custom TotalRewards Statement