



Workstream | SUCCESS

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EASTMAN

“Workstream HR and Benefits Communicator is a great fit for us based on the structure and content of its generic templates. That foundation is complemented by the flexibility of its authoring tool. Making content changes is fast and cost-effective. Workstream’s open architecture is also a big plus for Eastman”

*Wayne Armbrister, Manager,
Service Center Technology,
Eastman Chemical*

e-Commerce Innovator Eastman Chemical Chooses Workstream HR and Benefits Communicator because of Flexibility, Open Architecture and Ease-of-Use

Eastman Chemical actively seeks opportunities to create value through online initiatives. Eastman is the first chemical company that offered customers a faster, more efficient way to do business through e-commerce. Most of the company’s training and development efforts take place through Eastman University, a leading-edge, e-learning curriculum. When the company wanted to bring all web-based HR, benefits and payroll information into one interface they chose Workstream HR and Benefits Communicator to support a new employee service center and bring this knowledge directly to employees.

Eastman is also an innovator when it comes to providing computer access to employees in a manufacturing environment. Two-thirds of its employees work in the operations area and do not have desktop computers. Eastman has chosen not to use kiosks. Instead, they provide employee access to work stations in manufacturing area control rooms, shift supervisor’s offices and conference rooms. HR and Benefits Communicator expands Eastman’s ability to share information with their workforce.

Making the Right Choice

Eastman is resource conscious — each technology purchase is an overall corporate decision. Workstream’s open architecture is a winning feature in this environment. Technology implemented at Eastman has to plug and play with SAP, its HRMS system, and work on an Internet site that is deployed internationally.“

Workstream HR and Benefits Communicator lets us publish web content within HR as well as throughout the enterprise,” says Wayne Armbrister, manager, service center technology at Eastman. “We can also use the Communicator’s authoring tool for content developed by Eastman University, technical services, international sites and others.”

While some vendors restrict the content choices you can customize and display to your employees, Armbrister prefers the flexibility and ease-of-maintenance of the Workstream application. “At first, the ability to select from a fixed menu of content choices seemed to be an easy way to implement. However, we soon realized

that being limited to a menu of pre-scripted choices, makes an application more difficult to customize and maintain, since we need the flexibility to add and change information frequently,” Armbrister says.

“We went through a year-long study to develop an HR redesign; it called for a much larger call center. Through the use of HR and Benefits Communicator, IVR, CTI, and other technologies, we’ve been able to meet our needs with less staff than originally projected,” says Armbrister.

“Now that we have this framework in place, everyone in the HR family will be working with a common methodology for maintaining the information they are responsible for delivering to the company. They also have a tool to manage internal documentation for their particular HR process center,” adds David Sensibaugh, manager, employee service center at Eastman.

Good Communication Smooths the Way

Armbrister praises Workstream’s sensitivity to customer concerns.

“By understanding Eastman’s environment and culture, Workstream’s team was able to anticipate issues and alert us before problems arose,” he says.

David Sensibaugh agrees that Workstream’s openness to customer input and the responsiveness to implementation issues was an asset to the project. “It says a lot about Workstream and their ability to sustain customer relationships,” he says.

Streamlining Processes, Saving Time and Money

HR and Benefits Communicator provides personalized content to employees. Eastman will use four main views: employee, manager, HR administrator, and service center representative. Communicator will be the main resource for call center representatives, and HR process centers are developing content about internal administrative issues.

Workstream HR and Benefits Communicator proved its efficiency and ease-of-use when Eastman wanted to make year-end changes to their SPDs. The SPDs were in another online format, and the initial project of creating the SPDs online took several months. The company made use of Workstream’s ability to allow for putting SPDs online quickly. After some initial planning, it took only 10 days to transfer SPDs from 14 benefits plans into the Workstream HR and Benefits Communicator.

“One of our next steps is to do an in-house road show,” Sensibaugh says. “We have a central technology group that supports all areas of the company. This group will find additional uses for Workstream HR and Benefits Communicator throughout the company. We’re in a very competitive environment, and as a company, we make a focused effort get the most out of our technology investments. “

About Workstream

Workstream provides on-demand compensation, performance and talent management solutions and services that help companies manage the entire employee lifecycle - from recruitment to retirement. Workstream’s TalentCenter provides a unified view of all Workstream products and services including Recruitment, Performance, Compensation, Development and Transition. Access to TalentCenter is offered on a monthly subscription basis under an on-demand software delivery model to help companies build high performing workforces, while controlling costs. With offices across North America, Workstream services customers including Aspen Ski Company, Chevron, EMS SATCOM, Kaiser Permanente, Nordstrom and Wells Fargo.

For more information visit www.workstreaminc.com or call toll free 1-888-221-4005.

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