



Workstream | SUCCESS

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LEE ENTERPRISES

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*Kim Mann, Director,
Human Resources,
Lee Enterprises*

Lee Enterprises Centralizes Administration, Reduces Costs and Improves Service with Workstream

Lee Enterprises was founded in 1890, and most of the company's newspapers trace their beginnings to the mid-1800s. Nearly 30 years ago, a Lee newspaper was the first in the world to be produced entirely by computer. Today, the company is building a strong online presence for its publications and encouraging the creative use of web technology. With the acquisition of 17 newspapers in 2002, Lee has become the 12th largest newspaper company in the country. Exercising careful cost control is among its operating priorities.

Before implementing Workstream HR and Benefits Communicator and Workstream Benefits Enrollment, HR and benefits administrators at approximately 100 sites handled administration for the company's 6,700 employees. “One of our challenges is that we're spread out across 18 states,” notes Kim Mann, director of human resources. “Training new administrators and ensuring that they answered employee questions consistently were an ongoing concern. Because Lee is in the business of communication, we wanted information delivery – whether via an HR representative or online – to be polished and professional.” With goals to reduce expenses, increase efficiencies, and improve the quality and consistency of information delivered to employees about benefits and HR policies, Lee looked for an online communication and self-service solution that also had a technology platform for centralizing HR administration in a new call center.

Lee considered outsourcing the HR function, but decided that creating a call center would be a better solution. “Because of our company size, a benefits outsourcer would not have representatives who were solely dedicated to serving Lee employees. We were afraid our employees wouldn't get personal attention. And Lee would not have control over the quality of service employees received,” Mann says.

Workstream's software met Lee's business requirements most closely. “Lee chose to work with Workstream because its solutions offer seamless integration of employee communication and online transactions. We didn't

want to worry about compatibility between multiple interfaces,” she explains. “We also needed a vendor that contributed more to the process than technical know-how, and the Workstream team has a thorough understanding of HR issues.”

Cost Savings and Better Service

Lee will realize hard and soft dollar savings because of the Workstream implementation, accompanying process improvements and HR staff redeployment and reduction. “We estimate that we will save about \$750,000 per year in staffing costs,” Mann says. Mann also expects to provide employees with better service. Call center representatives will develop specialized knowledge of HR processes and procedures to answer employee questions quickly and consistently. While field HR managers will focus on leadership development, training and employee relations.

“We will also save time and money on printing forms and communication materials as well as shipping costs,” Mann says. Savings on printing and shipping of new hire materials is estimated at \$16 per employee. Savings from printing forms, that are now available online, is estimated at \$3,500 per year.

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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Centralize and Simplify

Lee employees access benefits and policy information online through HR and Benefits Communicator and online enrollment will soon be available for new hires, life events and open enrollment. Workstream HR and Benefits Communicator is used in Lee’s LINK (Lee Information, News and Knowledge) call center, which will be fully operational in September 2003.

“Our service center representatives will answer benefits and policy questions and handle enrollment, hiring and termination processing,” Mann says. In accordance with HIPAA regulations, LINK representatives will be among a small group of HR staffers authorized to answer questions that relate to personal health information. Supervisors and field HR managers will no longer have access to this restricted information, simplifying HIPAA compliance.

Knowledge Is Power

“We received a lot of positive feedback from employees complimenting us on how easy it is to navigate the site,” says Mann. “We’re also noticing that employees are more informed when they call us with a policy or HR question. They’ll say, ‘I was reviewing the FMLA policy online ...’ and ask a specific question.”

Making benefits information available online compliments Lee’s HR strategy. “We have designed programs and policies that have the flexibility to meet the needs of a diverse employee population,” Mann says. “Employees have the ability to mix and match benefits. When they are well-informed, they make better choices.”