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## MAYTAG

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Manager e-Business,  
Maytag*

### **Maytag Goes Online to Deliver Personalized Communication and Benefits Enrollment for Its Diverse Employee Population**

Maytag Corporation's evolution from a farm implements manufacturer to a Fortune 500, \$4.7 billion home and commercial appliance company is the result of an ability to innovate and adapt to change while preserving the best of its traditions. Some traditions – like Maytag's "Lonely Repairman" who has been around since 1967 – pass the test of time. Others, like paper-based employee communication and benefits enrollment, do not. Maytag selected Workstream to replace its labor intensive, expensive manual processes with an integrated online system including a single-source point of control for sharing content.

“The combination of Workstream's Benefits Enrollment, HR and Benefits Communicator and Health Pages provider directory offered Maytag a complete business solution,” says Adrienne Macmillan, Manager, e-Business for Maytag.

Communicator and Health Pages deliver personalized information in context to help employees make better decisions about work/life issues. Employees can then act upon that information using the benefits enrollment product.

### **Multiple Choice**

Maytag is a diverse multi-state manufacturing company with 20,000 employees, both union and non-union. Workstream's HR and Benefits Communicator provides personalized information for different employee groups and Workstream's Benefits Enrollment enables enrollment through multiple channels – the Maytag intranet, the Internet or IVR.

Maytag implemented the Workstream applications in parallel with streamlining the number of benefit plans they offer and consolidating benefits administration functions. Implementing this single knowledgebase has allowed Maytag to centralize benefits administration that previously had been handled at 19 locations.

“Because we were realigning processes as well as implementing new technology, we were looking for a vendor who would be a true strategic partner. Workstream helps us to think through solutions so we can continue to drive out inefficient paper-based systems,” she says.

Maytag is focusing its technology resources on key business initiatives, and wanted a vendor to host the HR applications. “While employee benefits are critical in terms of recruiting and retaining talent, delivering benefits is not a core competency for the company. Workstream’s ASP (application service provider) option allowed us to concentrate on the quality of the content rather than the delivery method,” Macmillan says.

### One Version Of The Truth

Before implementing HR and Benefits Communicator, Maytag employees received information through print communication and one-to-one interactions with HR staff. “When HR or policy information is delivered verbally, you can end up with multiple versions of the truth,” Macmillan says. “Additionally, once you print something, it’s pretty much out of date about five minutes later. The flexibility of Communicator leads to timely, accurate, personalized and efficient delivery of HR and benefits information over the web.”

When employees have questions that cannot be answered through online self-service, HR call center representatives use a service center view of the application to reference the information the employee sees, as well as special instructions to help guide employees using the system.

### Maytag’s ROI

Workstream’s HR and Benefits Communicator reduces the time HR staff spend organizing, printing and distributing benefits enrollment and other employee communication materials. Having an online tool that automates administrative tasks and provides self-service information and decision-support has allowed Maytag to reduce headcount and redeploy HR staff to more strategic activities. Maytag has saved \$33.50 per employee by distributing information online instead of mailing hard copies. They have saved an additional \$5.84 per employee by eliminating overtime and temporary help during the annual benefits enrollment period. They reduced both number and length of calls into its HR call center. Overall, Maytag realized a 120 percent ROI compared to the prior year’s paper/labor-intensive manual benefits enrollment process. The company also saved money on IT and systems support freeing IT resources to concentrate on core business functions.“

When we started this project, we wanted to improve the delivery of benefits information, promote more employee responsibility for understanding their benefits and make the enrollment process more convenient. Workstream’s solutions enabled us to meet these goals,” Macmillan says.

### 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](http://www.workstreaminc.com) or call toll free 1-888-221-4005.

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