

Enwisen Customer Success Story

When employee surveys showed that many Hannaford Bros. Co. associates didn't understand the true value of their compensation package and its components, the company implemented AnswerSource Total Rewards, from Enwisen, to create a greater appreciation of these benefits. Branded as Hannaford Total Rewards, the system has helped Hannaford attract and retain talent while strengthening the relationship between the company and its workforce.

The Customer: Hannaford Bros. Co.



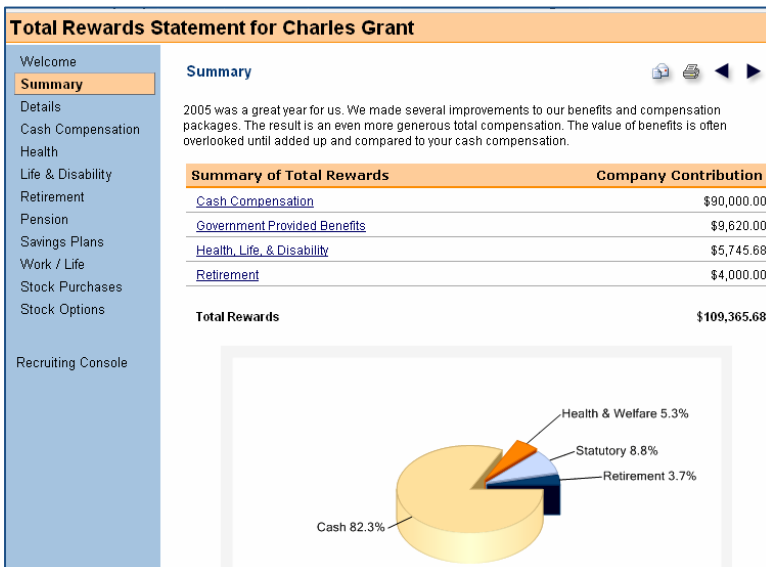
Founded in 1883 and headquartered in Scarborough, Maine, Hannaford operates more than 160 supermarket/

pharmacies in the Northeast United States. Hannaford Bros. Co. is a member of Delhaize

Business Need and Solution

A pay stub does not show a company's share of benefits costs or convey the value of the employment package as a whole. Among Hannaford's goals when choosing AnswerSource Total Rewards was a desire to:

- Attract and retain talented employees.
- Promote their employer brand.
- Increase participation in voluntary benefits programs.



“By implementing ongoing communication and education about total compensation, we have been able to encourage associates to become informed and engaged benefits consumers. And, we are executing on our goal of promoting informed and engaged managers/associates who understand, value and maximize Hannaford's employment package and total rewards,” said Chad Flynn, Manager, HR Technology.

Enwisen's AnswerSource Total Rewards Statement

America, the U.S. division of Brussels-based Delhaize Group (NYSE:DEG), with \$16.6 billion in sales and more than 1,500 stores under different banners, from Maine to Florida.

Hannaford's growth comes from both listening to customers and the experience and dedication of its 26,000+ associates, and takes great pride in developing associates by offering a wide range of opportunities for professional growth.

Up-to-Date Rewards Information “On-Demand”

The Total Rewards site is updated monthly; and information is available online and in print/e-mail formats. Because the information is “on-demand” from work or home, it can easily be shared with a spouse or taken to a financial planner. With Hannaford Total Rewards associates clearly see Hannaford's rising contribution to employee health care. They can also use modeling features such as a stock option calculator to see the value of their unvested stock options.

A key feature, according to Flynn, is the ability to tailor personalized messages to associates based on job, location or situation. For example, employees can be alerted if they are missing real dollar savings opportunities if they are not participating in pre-tax benefits programs or the company's Healthy Behavior Credit program.

is easy to use and 80 percent are likely or very likely to use it often.

“Because of the increased retention and health care savings, the solution has already paid for itself,” Flynn said. The keys to the success of the solution, according to Flynn were:

- Ease of use.
- The ability to centralize multiple data sources.
- Modeling features.
- The fact that it was web-based and accessible from work or home.

“Love it! I had no idea that I had stock options ... I was really surprised by my total rewards amount!”

Hannaford Associate

Attracting-Retaining Talent

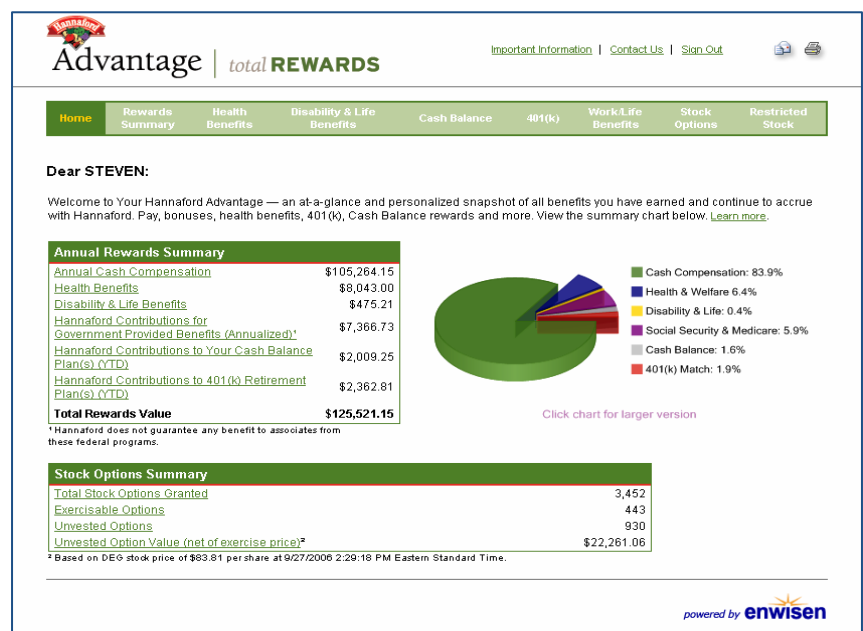
“We estimate that replacing skilled associates costs 1.5 to 2 times salary so attracting and retaining talent is a key goal,” said Flynn. “That’s where AnswerSource Total Rewards’ Recruiting and Manager features have shown high value. Managers can show the full value of the compensation package during the hiring process, when offering a promotion or when an employee is considering leaving the organization. For example, in our industry, pharmacists are in short supply. We recently had a situation where a pharmacist was considering an offer from a competitor. But, when his manager used the stock option calculator to show what his unvested stock options would be worth in two years, even with a conservative estimate, the pharmacist decided to stay.”

The Results: “Above and Beyond Expectations”

Hannaford Total Rewards exceeded all company expectations. For the first time, all compensation data – from multiple sources – is available, and reportable by associates and managers, in a single site.

There has also been a measurable participation increase participation in the company’s Healthy Behavior, Employee Assistance programs and 401k plans.

And, a recent survey showed that 100% of employees find that Hannaford Total Rewards



AnswerSource Total Rewards Statement branded for Hannaford Bros. Co.

- The rollout marketing program, which included a leadership presentation, flyers, emails, and inclusion in daily My Tasks: “Look at your TRS.”
- The Enwisen team, which was very knowledgeable, responsive.

For More Information:
www.enwisen.com
(800) 685-5578x240