

ENWISEN SUCCESS STORY

Employee self-service on a tight deadline... for 100 new locations ... building more capacity over time. **Enwisen delivers.**



THE COMPANY

Plum Creek, a real estate investment trust, is one of the largest landowners in the nation, with 7.8 million acres of timberlands in every major timber region of the United States and ten wood product mills in the Northwest. Plum Creek creates value through active and thoughtful management of natural resources and by optimizing its land portfolio through strategic acquisitions and divestitures. Plum Creek is also an innovator in environmental stewardship and habitat conservation. Plum Creek is listed on the New York Stock Exchange (NYSE) and the Pacific Stock Exchange (PSE). (www.plumcreek.com)

FORWARD-LOOKING CHOICES PAY NOW

Plum Creek prides itself on being at the progressive edge of the timber industry, showing leadership in environmental stewardship and habitat conservation. They bring the same forward-looking sensibility to their choice of software: they want it to last and grow more useful over time, just as properly managed forests bear harvests of timber for generations.

That is why Kayleen Duffy, Plum Creek's HR manager, wanted to implement employee self-service instead of paper-based administration. She calculated how a new platform would pay for itself and grow more useful with each passing year. Plum Creek executives were intrigued but skeptical, especially with an existing HR intranet and many hourly employees, most of whom lacked computer access on the job and computer skills.

However, when Plum Creek expanded via acquisition, HR faced a logistical nightmare: 450 new employees in 100 locations spread across 19 states that needed to be integrated into their benefit plans and properly oriented. With an average cost of \$3000 per orientation trip, it would have cost \$300,000 to orient these new employees. Kayleen saw an opportunity to make the switch: the savings in orientation costs alone would produce an immediate savings of more than ten times their investment – an ROI of 1000%. Even the most skeptical executive was convinced and they chose Enwisen as the best solution.

The only challenge was the deadline: six weeks. Kayleen said, "Enwisen gave us exactly what we needed. They delivered a first-class self-service platform, with a customized onboarding tour, and met our challenging timeline. As a result, we avoided almost all orientation costs and smoothly integrated our new employees. Now our remote employees get a far better level of service at a fraction of the cost."

The Relationship Grows

The benefits accumulated quickly. Plum Creek:

- Cut \$20K/year of manager time and paper costs for ongoing new hire orientation
- Eliminated the need for remote HR site visits, removing \$75K from projected budgets
- Improved data accuracy and reduced verification time
- Eliminated old HR Intranet, saving maintenance time and money
- Increased employee awareness of benefits and streamlined communication

In 2002 Plum Creek took the next step, asking Enwisen to implement a performance and compensation review system that leveraged the value they were already deriving from AnswerSource. Phase I established career-level guides to track skill and competency requirements for career development at Plum Creek. In Phase II, Enwisen integrated with Plum Creek's HRMS, enabling the system to send employee and organizational hierarchy data straight to employees' desktops. In the final phase, Plum Creek asked Enwisen to integrate the career-level guides into an automated process for recruitment and selection, career development, performance management, and succession planning.

"Our goal is to make employees as effective as possible in their careers at Plum Creek," said Kayleen. "Enwisen's solutions have allowed us to empower employees, deliver better HR service, and reduce costs. I am excited for our relationship to continue to grow."



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