

# ENWISEN SUCCESS STORY

Employee self-service on a tight deadline... connecting key employee information and an HR call center... for 400 locations, 8200 employees... **Enwisen delivers.**

## ZIONS BANCORPORATION

### THE COMPANY

Zions Bancorporation is one of the nation's premier financial services companies, consisting of a collection of great banks in select high growth markets.

Under local management teams and community identities, Zions operates over 400 full-service banking offices and over 500 ATMs in Arizona, California, Colorado, Idaho, Nevada, New Mexico, Utah and Washington. In addition, Zions is a national leader in SBA lending, public finance advisory services, agricultural finance and electronic bond trading. The company is included in the S&P 500 Index.

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## CUSTOMER SERVICE BEGINS WITH EMPLOYEE SERVICE

With 130 years of proud history, Zions Bancorporation has a powerful reputation to maintain as a leading financial services organization in the western United States. That reputation builds upon excellent customer service. Experience has taught Zions that great customer service goes hand in hand with employee service. By delivering impeccable service internally, Zions puts in motion practices that carry over into every customer interaction.

That is why Zions was concerned by the challenges faced by HR. Distributing paper versions of benefit plan documents, enrollment kits, policy manuals, and forms to their 8200 employees resulted in considerable cost and employee strain. Open enrollment employee orientations demanded HR staff time for travel to over 90 different locations. The internal service center had no formal way to track and report on employee issues. And finally, a growing population of 17,000 retirees proved nearly overwhelming. Management feared that, without significant change, employee service would deteriorate.

Zions took strong measures: their vision was to eliminate the enrollment kit distributed annually to employees, reduce the amount of time spent on open enrollment seminars, and automate the company's internal service center. They vowed to streamline communication, improve service, and to save money doing it. Enwisen proved to be the vendor of choice. Enwisen's Employee Resource Center could deliver personalized benefits communication and integrate that information with the HR Service Center, which could automate issue tracking and reporting.

After collecting implementation data from Zions, Enwisen configured both the Employee Resource Center and the HR Service Center in less than 9 weeks. "We were highly impressed with the speed, professionalism, and ease of this product launch," said Diana Andersen, VP of Benefits. "Enwisen provided full project management and implementation, including integration with our Ceridian benefits administration system. They delivered on their commitments and exceeded our expectations."

### Better Employee Service Pays

Zions discovered, like many companies, that continued investment in HR technology is one of the best ways to control costs, create efficiencies, and achieve a real return on investment from HR programs. By delivering more HR services online, encouraging self-service and automating administrative processes, Zions got more value from existing programs and freed time for more strategic priorities.

#### Results:

- In less than two months after launch, Zions serviced over 2,000 calls through the HR Service Center and nearly 1,000 employees used the ERC to access benefits information.
- Immediate ROI of greater than 100% from eliminating the Purple Book of company policies.
- Elimination of most open enrollment site visits.
- Launch in less than 9 weeks, with only part-time assistance from Zions