

Case Study

Strategy and Hands-on
Transitioning U.S. and Canadian
Employees to New Payroll System



SITUATION

A major building products company was launching a new payroll system to replace a 25-year-old technology for U.S. and Canadian hourly and salaried employees. The company wanted to assure all employees the system would be seamless and transparent. The company needed an integrated communications plan to secure everyone's buy-in, especially hourly employees where printed paychecks were preferred over direct deposit.



APPROACH

We led the communications planning and activation of messaging targeting U.S. and Canadian hourly and salaried employees. Our solution included a multi-channel approach such as leadership presentations, plant huddle handouts, intranet content, posters and FAQs. We identified and engaged plant managers, supervisors and other influencers to prepare employees for next steps. New kiosks in every plant helped employees navigate the new platform without assistance from HR professionals.



OUTCOME

- Clear and focused payroll modernization communications helped drive greater awareness among employees, resulting in widespread acceptance of the new system.
- Overall messaging reinforced how the modern, integrated and reliable platform would be seamless, easy to use and have minimal changes.
- Aligned top leadership around scope and timing of initiatives and supported business continuity, minimizing disruption.
- Equipped leaders and people managers to sponsor the change set and manage realistic expectations.
- Equipped team members at go-live across the United States and Canada.