



Salesforce Migrates to a 6Connex Virtual Benefits Fair and Improves Employee Participation

Salesforce is the global leader in Customer Relationship Management (CRM), bringing companies closer to their customers in the digital age. Founded in 1999, Salesforce enables companies of every size and industry to take advantage of powerful technologies—cloud, mobile, social, internet of things, artificial intelligence, voice, and blockchain—to create a 360° view of their customers. Today, more than 150,000 companies and 10,000 users leverage Salesforce's suite of products and services to attract more buyers, win more customers, deliver amazing shopping experiences, respond faster to customer support issues, and automate time-consuming tasks.

The Challenge

If there's anything more difficult than hiring great talent, it's retaining it. Healthcare, wellness, and insurance benefits tend to be vital differentiators in the employment market, but for Salesforce, providing the benefits alone wasn't enough. With 30,000 employees throughout the United States, many of whom work remotely outside a Salesforce office, the real challenge was ensuring employees were aware of the Salesforce benefits package offered to support the wellbeing of them and their families.

Reaching the workforce to introduce benefits vendors and discuss employee benefits in real time had traditionally been a challenge for Salesforce's Benefits team. A significant portion of their time was used to liaise with benefits providers to arrange for on-site training and webinars, but feedback indicated these training sessions were time-consuming, costly to organize, and repetitive. Furthermore, the majority of employees were attending webinars and viewing presentations online, even when they had access to on-site events.

Salesforce knew they had to change their benefits training to improve awareness and participation. Given the employees' already high participation rates in digital events, a migration to a virtual benefits fair seemed like a logical solution, and the Salesforce Benefits team set out to build a virtual benefits fair and accomplish the following goals:

- ▶ Reduce time, cost, and manpower in employee benefits training
- ▶ Provide opportunities for 30,000 employees across the United States to connect with benefits providers to obtain answers to individual questions
- ▶ Tailor the individual employee experience and thereby increase interest and engagement in Salesforce benefits
- ▶ Improve the convenience of benefits fair communications
- ▶ Aggregate participation data to better understand how to further support employees

The Solution

The Salesforce Benefits team contacted a variety of virtual events vendors and assessed how different solutions on the market could meet their needs. In addition to 6Connex's ability to fulfill the Salesforce Benefit team's basic requirements, 6Connex virtual events platforms were already in use by the Salesforce marketing and sales departments, both of which recommended the solution. Furthermore, the Salesforce Benefits team was impressed with 6Connex's ability to customize its virtual environments with

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branding and unique features such as one-to-one chat queues. The 6Connex product roadmap also reflected a heavy resource investment in platform security and confidentiality, as Trust is the #1 value of Salesforce.

Once 6Connex was selected, the Salesforce and 6Connex teams worked closely together to build the right environment for the Salesforce Virtual Benefits Fair. States Gina Hanrahan, Director, North America Benefits, "It was easy to work with 6Connex. The platform can be customized in so many different ways that it can be overwhelming, especially for teams that are new to virtual events, but the 6Connex team was able to break it down into 'bite sizes.' They were business savvy and understood our needs. We would suggest something we wanted to accomplish, and they made that 'something' even better. The teamwork and dedication to us a customer was incredible. We were ready to deploy a week before the event, and we felt the work to set this up was much easier than we anticipated."



6CONNEX

The Results

With the 6Connex Virtual Benefits Fair platform in place, Salesforce exceeded their event attendance and engagement goals, with 8,463 content views and an average visit duration of 31 minutes. Said Hanrahan, "We know engagement in a benefits fair is challenging, and we didn't know what to expect or how engagement would translate in a virtual event. We were very surprised to see our attendance was up and we surpassed our engagement goals."

Today, the Salesforce Benefits team cites the Virtual Benefits Fair as a key ingredient to successful employee benefits communication. Leveraging the 6Connex virtual event platform enables Salesforce to lower overall event costs and improves benefits program awareness and enrollment rates. And with the platform available over the long-term, the Benefits team can turn their attention away from planning one-off benefits training programs and focus on other value-added activities. Summarized Hanrahan, "Engaging a large number of employees and helping them understand details about complex benefits offerings, while also providing opportunities to our benefits vendors to share their programs, can be challenging. We found that leveraging an experienced team and robust, secure technology such as 6Connex brings enormous value to our teams and vendors. We plan on continuing to use this platform to have conversations with our internal audiences about their benefits and much more in the future."

About 6Connex

6Connex is the leading provider of virtual event solutions. Our secure, cloud-based platform expands audience reach and drives in-depth content engagement for marketing, sales, recruitment, training, and HR communities.

Our product portfolio includes virtual environments, learning management, and webinars.

**For more information
visit www.6connex.com.**