

# Total Rewards Microsite ▶ Benefits Portal

- “Total Rewards at Stryker” launched to very positive reviews from executives and employees
- After mid-summer launch of H&W content, all Annual Enrollment content was posted online for the fall; no future plans to print and mail related collateral
- “Length of session” and page abandonment metrics showed steady improvement month-over-month for the first year after site launch

Launch video: [\[link\]](#)

- HR functions within various divisions/departments managed their own intranet pages; no cohesive look or content strategy
  - Minimal web measurement occurring
  - Print-heavy communication approach (to ensure key tactics are seen at home)

- Site objectives:
  - A single Total Rewards content destination
  - Mobile-friendly user experience
  - Brand identity compliance
  - Scalable and accessible



- Engage with/inform existing portal development team; prepare business case to work in parallel due to different needs/timing
- Build site on existing subscription-based CMS (MS SharePoint)
- Use a “twelve-tile” structure and modal pop-outs responsively designed for tablets and phones
- Share CMS access with the client, to handle fast-moving content updates and plan for future handoff
- Migrate critical print communications first and with sufficient lead time to inform and educate users

- Hold outreach calls with divisional HR communicators
- Audit divisional HR content to assess repetition and find opportunities to consolidate
- Verify technological requirements: ability to host documents, videos, interactive forms; positive tests on Android and iOS
- Plan to replace recurring and/or lengthy print publications with PDF equivalents; stop mailing
- Incorporate short video into overall channel mix and think “mobile first”

