

## PollStream Helps Baker Hughes Hit Record Enrollments

How do you engage a workforce of over 33,000 employees spread across 90 countries, speaking eight distinct languages? To help Baker Hughes meet this challenge, they drew upon the power of PollStream's Multi-Language and Poll-in-Email capabilities to educate and inform employees about the company's generous Employee Stock Purchase Plan (ESPP).

Baker Hughes is one of the world's largest oilfield services companies. The company's success depends upon maintaining a diverse, qualified and highly engaged workforce. Rapid growth, with as many as 5,500 new employees added in a single year, brought with it a number of challenges. In particular, there was a growing knowledge gap about key programs and employee benefits.

"We have a fantastic stock purchase program that provides annual returns of up to 50%, which is unheard of anywhere," says Ila Owers, Senior Compensation Specialist at Baker Hughes. "But over the years enrollment had grown stagnant. We were finding that employees didn't know about the program or just couldn't find the time to learn about the benefits. We needed a compelling solution to connect with our global workforce and increase annual enrollment."

### A New Way to Engage

Faced with flat growth in ESPP enrollment, despite a growing workforce, Baker Hughes leveraged PollStream's interactive and community building solutions to engage, educate and inform employees using measurable two-way dialogue. Within a tight three week window, Baker Hughes launched a campaign designed to simultaneously increase ESPP enrollment and gain a better understanding of employee attitudes toward this plan.

We needed a compelling solution to connect with our global workforce and increase annual enrollment.

**Ila Owers**  
Senior Compensation Specialist  
Baker Hughes

### Engagement at a glance...

Client:	Baker Hughes
Employees:	33,515
Languages:	8
Goal:	Significant ESPP Enrollment Increase
Timeline:	3 Weeks
Solutions:	Poll-in-Email & Multi-Language
Result:	28% Global Enrollment Increase

“PollStream was certainly the most engaging piece in our overall communications program. Interactive and relevant - it really got peoples’ attention.”

As the cornerstone of a multi-channel communications campaign, 33,515 employees were sent the interactive poll via email. To satisfy the unique language requirements of their global workforce Baker Hughes utilized PollStream’s Multi-Language Module and emailed the poll in eight languages.

“PollStream was certainly the most engaging piece in our overall communications program,” observes Owers. “Interactive and relevant - it really got peoples’ attention. And once we had their attention, the polls directed employees to key program benefits and helped them make informed decisions.”

### 28% Global Enrollment Increase

By creating an engaging and interactive two-way dialogue, Baker Hughes’ HR Communications team quickly transformed the ESPP campaign into a relevant and rewarding exchange that drove employee action. The results were phenomenal. The ESPP enrollment went from little to no growth in recent years to a 28% global increase in new enrollments with this innovative campaign - 2,200 new participants! In addition, 690 current program participants elected to increase their contributions.

“PollStream played a large part in these results,” says Owers. “We know that our US enrollment went up significantly and the only thing we did differently from previous campaigns was to leverage PollStream.”

### Learn More

A personalized web demo is the best way to learn more about our interactive engagement and community building solutions. Contact us today to get a personal introduction to PollStream.