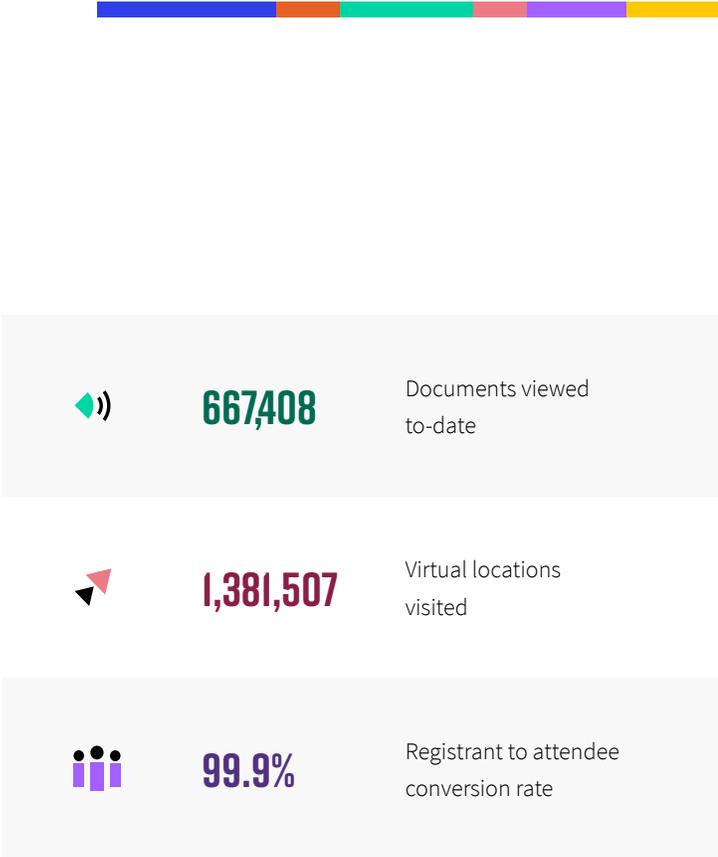


NATIONWIDE INCREASES ASSOCIATE AWARENESS OF HR PROGRAMS, REDUCING CALLS AND EMAILS BY 10%



ABOUT NATIONWIDE:

- Name:** Nationwide Insurance
- Headquarters:** Columbus, Ohio
- Founded:** 1925
- Employees:** 10,000+
- Funding:** Public (NYSE: NFS)
- Industry:** Insurance, Financial Services

Nationwide’s story begins in Ohio in 1925, where it furnished local farmers with auto insurance through farm bureaus. Over its 85-year history, however, Nationwide evolved from a small mutual auto insurer working with farm bureaus to one of the largest insurance and financial services companies in the world. Currently, it manages more than \$158 billion in statutory assets and it still provides insurance to farming communities.

INTRODUCTION

Nationwide is a policyholder-owned company. Meaning, in most cases, if a person or business purchases services from Nationwide, they also own a part of Nationwide. It’s a convenient position to be in for most policyholders, but it also means the associates tasked with informing those beneficiaries of new benefits have a near constant stream of updates, promotions and changes to understand and communicate.

For Nationwide’s Human Resources department, this means developing and publishing comprehensive resources for all of Nationwide’s insurance associates. Issuing and coordinating updates, while conceptually easy for a small firm, is a challenge when beneficiaries span different regions and time zones. While the modern digital landscape provides Nationwide with a fast and convenient medium to reach its numerous associates, it doesn’t always provide the firm with the means to do so efficiently, accurately and with the latest information.

THE PROBLEM

For Nationwide, keeping its associates informed of updates turned into a constant battle—especially with four different departmental groups for Human Resources—the departments tasked with issuing the updates. To complicate an already complicated situation, each of those four groups was managed as separate, disconnected programs—essentially creating a situation where each HR team operated with its own solution, its own portals and its own logins. This cluster of programs and tools created confusion for the associates. It wasn't clear where associates could find the information they needed and how they should take action.

Nationwide decided to change course. All four HR groups were told they needed to consolidate and bring their respective programs under one roof. They needed to improve associate experience, increase awareness, adoption, and usage of programs. Nationwide's Human Resources group needed to position itself as one brand.

THE ON24 SOLUTION

After five months of consideration, Nationwide's Human Resources team turned to the ON24® Engagement Platform. Having worked with ON24 before, the HR departments decided they could unify their efforts under one roof through a single, easily digestible virtual environment. The group decided to give a name to its new associate-centered tool, myPLACE.

With myPLACE in place, Nationwide created:

- **One location to direct associates for all HR needs:** For both onboarding new employees and ongoing HR needs, myPLACE provided associates with a one-stop shop to find information quickly about how payroll, commissions, career, and health benefits worked and how to take advantage of these programs.



ON24 makes my life easier. Not only does ON24 help me create an engaging experience, but its backend flexibility saves me time maintaining and updating the program.”

ROBERT HARDIN-LEETH
DIRECTOR, ASSOCIATE WELLBEING AND SAFETY
NATIONWIDE

- **FAQs and chat:** myPLACE needed to provide a way for associates to get questions answered fast. By creating readily available FAQs and chat sessions, Nationwide ultimately reduced calls and emails to its 25-person support team dedicated to associates.
- **Access for family members of associates:** Nationwide's new virtual environment provided the company with a flexible platform. It used that flexibility to create a unique experience for associate family members, who now had a clear way to access benefit information easily.
- **Content creation with Webcast Elite:** To educate new users about myPLACE and maintain engagement, Nationwide crafted a series of webinars highlighting program updates. Attendees and new joiners could also view on-demand recordings in myPLACE for a comprehensive understanding of their program benefits.



RESULTS

Since implementing ON24, Nationwide exceeded its goals for associate adoption and usage. The combined HR team has seen:

- **Massive associate participation.**
Nationwide's virtual environment instructed more than 53,600 unique visitors on program benefits.
- **Better program detail distribution.**
More than 667,400 documents, each offering details on benefits, plans, career help and more, have filtered their way to associates through Nationwide's virtual environment program.
- **Streamlined support and better self-help.**
Nationwide's dedicated associate support team saw a 10 percent drop in calls and inquiries from associates.

