

Case Study

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Essilor's Innovative Employee Engagement Approach With InvolveSoft Aids Company Mission and Increases Business Performance



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Employee Feedback Provokes New Engagement Strategy

An employee satisfaction survey uncovered a high quality problem for Essilor: employees resonated with the company mission so much, they were asking to drive more value and were eager for ways to do so. How could this willingness to engage be leveraged to create compelling brand messaging, meaningful community impact programs and events, and reinforce the company mission and purpose?

Essilor Background

Essilor is a global manufacturer and distributor of optical products and services. In the United States alone, Essilor of America has 120 labs and distribution centers and employs approximately 8,500 people. Beyond supplying optical lenses and frames, Essilor works under the mission and purpose-driven mindset of improving lives by improving sight, and has a commitment to eradicate poor vision in one generation. Through innovative solutions to vision correction, vision protection, and providing access to vision care, Essilor is committed to living their mission.

Essilor Challenge

Employee survey results revealed a top item employees felt pride in was Essilor's mission. The feedback showed they wanted to know how to get more involved and contribute directly to the company purpose. It was evident there was an authentic opportunity to utilize employees who were looking to engage to positively impact productivity, revenue, and customer satisfaction.

A pilot program for employee opportunities was created as an experiment to gauge interest and participation. During the pilot, 300 people in a few chosen departments were invited to participate in community service initiatives. The administrative undertaking was completed manually via Google signup forms and non-automated communication calling for employees. With 30% participation among the pilot group, positive feedback across the board and an awarded Mission Trip to South America to provide vision screenings for those in need, the pilot was deemed successful.

The next step was not only to extend the program company-wide, but also to figure out how to scale and administer an engagement campaign for 8,500 employees. **Essilor needed a turnkey platform that would allow:**

- High participation: Ease of outreach to employees and a simple, organized sign-up process.
- Points tracking: Award points for employees' activity so they can be rewarded for doing so.
- Quick implementation: Six weeks to launch in order to align with World Sight Day, a landmark annual occasion in the optical industry.
- Impact measurement: Ability to show with metrics how the company was making a difference and impacting the community.
- Social media engagement: Leveraging organic conversations online generated by employees advocating for Essilor.

Solution

As a result, Essilor launched the #DifferenceMakers program that would allow employees to inspire action, drive Essilor's mission and improve lives by improving sight. The program was designed to reward employees for using their time for Essilor-sponsored events or organizations, for donating to vision-related events and for sharing their experiences online. To bring this platform to life, there were several steps taken in partnership with InvolveSoft:

1. Holistic Platform

A few solutions were explored, but it was the way InvolveSoft's platform operated and the ability to customize that really stood out. The InvolveSoft team listened and understood Essilor's vision, allowing them to bring to life the point-reward system they imagined.

2. Cost Effective

A program that helped lower program costs solved the scaling barrier. The technology impacted the overall management and administration of the program, making reaching out to and organizing thousands of employees possible.

3. Employee Communication

The InvolveSoft platform was able to send links sent out to 8,500 in small batches, thus avoiding potential for an internal system crash. Additionally, InvolveSoft generated automatic reminders throughout the launch of the program reminding employees how to sign up and how to participate. InvolveSoft also partnered with Essilor for additional, ongoing communication touchpoints including weekly online digests with team-building opportunities, highlighting and recognizing those who were actively involved, and sharing stories of community impact events across the country.

4. Metrics

Designed to track and record metrics and profound insights on employees and their engagement, it was straightforward to report to management the impact of the program.

5. After-Sales Service

Post-implementation, the InvolveSoft team has remained available to troubleshoot, answer questions, help employees, and participate in ongoing weekly calls to ensure the program runs as seamlessly as possible. New features have even been added based specifically on Essilor's feedback.

Results

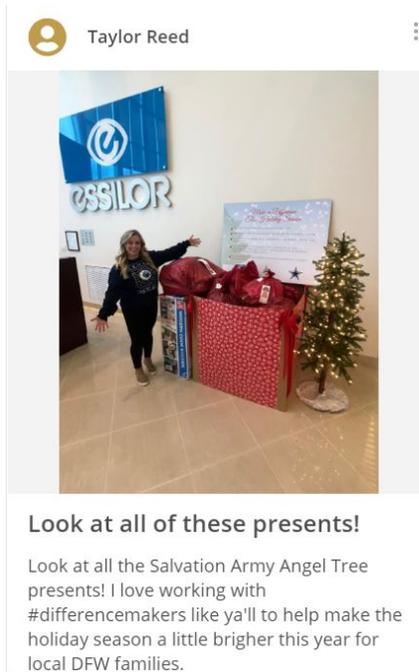
Since launching Essilor's #DifferenceMakers program just **4 months ago**, InvolveSoft has undoubtedly helped drive Essilor's community impact and its mission.

Number of participating employees	Percentage of employees participating	Total participation hours	Monetary donations
1,000+	20%	800	\$12,000

An impressive influence, that has served to keep employees connected to the corporate mission.

Employee Storytelling

By giving employees something authentic to talk and be proud about, it was only natural that they began to share on social media. An amazing movement was created with people really connecting to the organization and feeling that they personally contribute to driving the Essilor mission, no matter what department they work in. The impact the mission is having on people, and how the company is making it happen, is certainly an ideal story for any organization to be telling.



Impact

Recruiting, retention, engagement, and brand reputation are all positively affected by tapping into something employees reported they enjoy, and employee appreciation for the company has increased. But all of this are just bonuses for what it really comes down to: **How have lives been touched as a result of the efforts?**

One example is the impact made as a result of the partnership with the Dallas Cowboys and the [Salvation Army Angel Tree program](#). During this event, Essilor was able to provide vision screenings, glasses, and other gifts to children of families in need during the holidays. Using InvolveSoft’s program, in just one day Essilor was able to fill nearly 100 spots and organize busloads of employees to physically deliver the supplies to families at a Salvation Army distribution center.



Witnessing firsthand the massive impact the event had on the lives of many, in a way that directly correlated with the company’s mission, was rewarding and fulfilling to participants while also serving as an authentic way to generate engagement and pride in the company.

From Kara Barry, Senior Director Corporate Communications, Essilor:

“The new trends on what really drives employee morale and engagement shows the more you tap into the things employees care about, the more engaged they are going to be, the more likely they’re going to stay at the company and be more productive. This lowers turnover cost, improves customer service and increases productivity. There is absolutely an impact from the employee perspective, but also to the company’s bottom line. InvolveSoft’s technology is a very low investment to be able to engage employees for a very high return on investment.”