

truscribe



Case Study:

How Whiteboard Videos Improve Employee Engagement



About The Client

Baker Hughes, an American international industrial service company and one of the world's largest oil field services companies, offers an Employee Stock Purchase Plan (ESPP) and long-term incentive plan to eligible employees.

With labor mostly learning of the ESPP for the first time, despite Baker Hughes' commitment to providing a robust rollout of the program, enrollment in the ESPP was low (<2%). Feedback from the field indicated employees did not understand the plan.



Overview

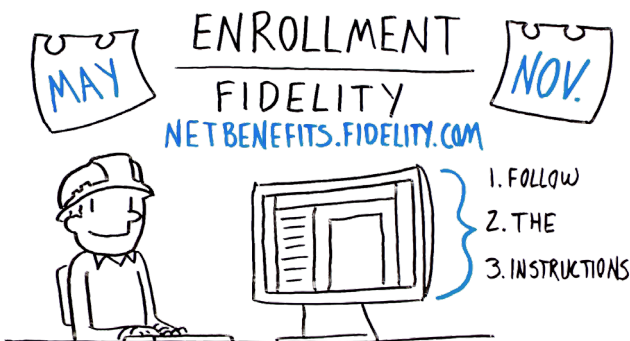
The Challenge

Baker Hughes' challenge was not an uncommon one. It can be a struggle for all companies in financial campaigns to provide information that's both compelling and interesting. Attempts using various kinds of media had proven ineffective, with PowerPoint decks and talking head videos simply not generating the level of participation needed.



The Solution

With Baker Hughes' script in hand, TruScribe artists set to work finding key messaging and bringing it to life with their hand-drawn visuals. These visuals were crafted to complement the script at every turn, reinforcing Baker Hughes' message without ever distracting the viewer. Great voiceover audio delivered the script's message, synchronized to the hand-drawn visuals for maximum retention. And translated into Portuguese and Arabic, TruScribe truly secured engagement on a scale no other medium could reach.



The Impact

TruScribe's video brought high viewership—and subsequent enrollment—to their ESPP rollout. It did what no other form of media could, driving interest and action for this crucial moment. In recognition of the video's performance, the Global Equity Organization's Judges awarded Baker Hughes the Best in Financial Education Award.



The Challenge



It can be difficult to understand all the nuances of an ESPP, and without understanding, enrollment was low. Particularly for an organization like Baker Hughes, whose employees may not have encountered an ESPP before (and may not be knowledgeable about the various options and rules of such a plan).

Reluctance to join can be a serious hurdle. Investing in the company instead of taking home money directly might initially cause hesitation, and Baker Hughes needed a way to simplify and demystify the value of their ESPP.

As Deloitte put it in their 2018 global ESPP survey, the key levers to increasing employee participation are managing

plan costs and tax compliance and, more directly, *"communicating plan details and benefits."* Only strong communications can get circumvent confusion and successfully deliver the most impactful, participation-driving factors, such as share purchase discount percentage or matching share feature.

The Solution

TruScribe's solution for Baker Hughes involved the simplification of complex messages. With carefully conceived and synchronized hand-drawn visuals, TruScribe delivered Baker Hughes' ESPP information in a quickly comprehensible, easily retained manner. Through TruScribe's video, Baker Hughes' employees gained a straightforward and uncomplicated understanding of the opportunity.



Step 1

TruScribe solutions always start with the script. Our artists analyzed Baker Hughes' ESPP proposal and pared down the information into core messaging that could be easily understood.



Step 2

Artists at TruScribe use core messaging to inspire enjoyable, engaging visuals that would not only keep Baker Hughes' employees interested in the video but locked into the spoken message.



Step 3

TruScribe editors synchronize recorded voiceover narration with the approved, filmed images, creating a video that not only engaged employees but increased their retention of the information. This retention led to the increased enrollment Baker Hughes needed to see.



The Impact

Baker Hughes' video won the GEO award for exhibiting "the creativity in which... education is presented and the minimization of the complexity of the content that helps differentiate success from failure." **Through their partnership with TruScribe, Baker Hughes' video became a smashing success in edutainment, simultaneously highly informative and extremely engaging.**

+11%
Engagement!

Against
benchmark
of <2%.

100% View-
through!

Video running
time 4:20;

Average time on
page 4:51!





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The Judges commend the Baker Hughes video, which uses simplistic delivery to convey complex topics and a very entertaining way resulting in true award-winning financial education.

The growth in enrollment clearly supports the education campaign and the length of time spent on the page viewing the video supports the employees' interest.


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The GEO Awards





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