

TriNet

SEAMLESS + ON-TIME CORPORATE BENEFIT PROGRAM ROLLOUTS ON A NATIONAL SCALE

A \$3.5 BILLION COMPANY WITH A NATIONAL FOOTPRINT, TRINET is a professional employer organization that provides full-service HR solutions to more than 18,000 small- and medium-sized businesses across the US.

Shamrock provided TriNet with benefit communications print services, delivering their time-sensitive materials on time and budget. When TriNet suspected they were being overcharged for creative services by another vendor, they turned to Shamrock to manage it all: End-to-end benefit communications rollout services, including brand messaging, design and time- and date-sensitive, client-specific print production and delivery.

Four times each year, TriNet manages benefit communications for over 18,000 employers nationwide—and more than 340,000 worksite employees—each with their own segmented open enrollment benefit information. Shamrock developed a quarterly benefit communications digital tool kit that includes links to eGuides and other useful information to assist clients, colleagues and worksite employees during benefit election periods.

THE SOLUTION

Shamrock works with TriNet to create the benefit plan year brand messaging, imagery and creative design (along with routing and approval) for all plan marketing assets. Upon approval, Shamrock manages print and fulfillment of all print collateral and brand material, as well as digital assets, specific to each exchange, providing TriNet one point of contact for all.

Program deliverables include a series of branded emails for multiple audiences, postcards, posters, mailers, pop-up banners and other signage. Shamrock also manages Spanish and French-Canadian language versioning of materials, as needed.

WHY IT WORKS

Working hand in hand with Shamrock, TriNet gets the creative, consistent, brand-driven content they need for each benefit program rollout. Plus, they realize economy-of-scale cost savings for print production and distribution—all from one resource, which simplifies the process, eliminates errors and saves them time and headaches.



POSTCARD



POSTER



SELF-MAILER



EGUIDES (INTERACTIVE PDFS)