



## Suez Energy North America Improves Employees' Understanding of Benefits Package with Personalized Employee Rewards Statement

### PROGRAM OBJECTIVES

- Help Suez employees better understand their benefits statement

### DESCRIPTION

Suez Energy North America is a wholly-owned subsidiary of Suez Energy International, the world's fifth largest independent power producer. In March of 2007, Suez' Human Resources Department identified a need to help employees better understand their benefits package, as well as give them an accounting of vacation and sick leave days. They also felt that because of privacy issues, it would be best to go outside the company to have the statements produced, rather than produce them in the company's in-house print production facility.

Because of its reputation as a leading provider of variable data print solutions, ImageSet Digital was recommended to Suez Human Resources Director Danni Sabota by graphic designer Ellen Custer, principle of 2D Design, to help produce the statements.

ImageSet Digital was given an Excel spreadsheet containing approximately 70 fields of variable data for each employee. Working with a format supplied by 2D Design, ImageSet Digital merged the 70 fields of data into an 11x17 4-page brochure personalized for each recipient. The statement showed items such as yearly base pay, incentive rewards, health benefit amounts and savings and retirement contributions.

The statements also detailed each employee's allotted holidays, sick leave and vacation days. The variable data included not only variable text, but also variable graphics and charts which gave a visual representation of the recipient's benefits package.

Because each statement had to be 100% accurate, extensive quality control measures were implemented. Statements were proofed by the ImageSet Digital quality control team, and then double-checked again by Suez Energy human resource employees.

### RESULTS

- The new format was very positively received by the employees, and reduced the HR Department's requests for interpretation. The project was repeated for a second year in 2008 and Suez management plans to repeat it again in 2009.

### EXAMPLE OF PERSONALIZED STATEMENT

Example of Variable Data used for Personalization

Example of Variable Data used for Customization

Example of Variable Data Graphic used for Versioning

