



# Case Study

## State Government



### **Program Performance** (as of 01/01/2010)

Launch Date – November 2006  
Months in Service - 38  
Eligible Employees - 40,585  
Orders Taken – 6,594  
Annual Penetration – 5.1%  
Repeat Buyers – 82.2%

### **Client Profile**

This State Government is located in the southwest United States and is an Equal Opportunity Employer. They offer a wide range of benefits and has a department dedicated to the work-life balance of its employees.

### **Reasons for Offering the Program**

**Recruitment** – Employees do not have to be a member of any organization in order to be eligible for the program. They simply must work for the State for the required tenure length.

**Work-Life Enrichment** – A dedicated department has been created to focus on finding innovative ways to provide employees with new and traditional benefit opportunities. This product adds great value to the long list of products and services already being offered.

### **Marketing Plan**

Client utilizes a variety of marketing channels to communicate the program. The primary method is through home mailers and paycheck stuffers. Flyers and posters are placed around the employee facilities in cafeterias and in break rooms.

### **Testimonials**

*"The use of payroll deduction and the ease of ordering online make this an optimal way to purchase equipment that might otherwise have to be saved for or not purchased at all. Thank you."*

- J. Hosea, Satisfied Employee and Customer

*"It helped buying our computer through Purchasing Power because of the easy payroll deduction program."*

- B. Eison, Satisfied Employee and Customer