

MEDIA

At a leading global information and measurement company, tracking analytics and return on investment is second nature; therefore, when it came time to carry out reductions in force, as well as layoffs involving outplacing top executives, the numbers simply did not add up for engaging with a traditional outplacement services provider.

COMPANY INFORMATION

Ownership: Public
 Company Size: 40,000
 Revenue: \$5.7 Billion

The company helps clients in over 100 countries understand "What Consumers Watch" and "What Consumers Buy" so they can reach the most desirable consumers; gauge the resonance of their messages; and quantify consumer reaction in terms of sales impact.

CHALLENGES

The company places high value on both engagement and cost savings in its outplacement efforts, and when it came to both, the company's previous outplacement provider was not delivering strong results. To gain the company's true return on investment, impacted employees needed to actually participate in the program—and, in turn, that program needed to operate much more quickly and efficiently, with customized and easily accessible resources to meet each participant's individual needs. Moreover, when it came to placement for top executives, those individuals needed specialized support to land highly competitive executive positions or make informed decisions about the next steps in their career path. So that it could better transition its impacted workforce while benefitting the bottom line, the company decided to make the switch to RiseSmart.

SOLUTIONS

The company has partnered with RiseSmart for several reductions, including reductions due to a large acquisition, during which RiseSmart provided onsite notification support in addition to its individualized high touch, high tech transition solution for each impacted employee. The company has also participated in RiseSmart's Top Executive program, helping its former senior leaders land new CEO, COO, CFO/EVP, and CRO roles, in addition to supporting others in career transitions into entrepreneurship and board membership.

RESULTS

\$2,025²

Estimated tax savings per employee over competition.³

87%



Engagement

TIME TO LAND: **84**

64%¹

faster than the national average

"RiseSmart brings new age thinking and contemporary practices to bear during a very important and critical time."

– SVP Human Resources

Reduced outplacement spend by more than **\$2.5M**

(1) According to the BLS, the average duration of unemployment is 231 days (Nov 2014).
 (2) Based on the Journal of State Taxation, the average unemployment claim costs a company approximately \$4500 per person.
 (3) Estimate based on 34% faster time-to-land with RiseSmart over competition.