

How Gartner Insights Revolutionized Total Rewards and Employee Perception



Kelli Hathman
Senior Human Resources Manager
Missouri Employers Mutual

Insurance
200-500 employees

The challenge

Kelli's organization received engagement survey results indicating that three out of their top 5 areas for improvement were in the total rewards space. Recognizing a critical need for change, Kelli made it a top priority to completely revolutionize their total rewards strategy to better meet employee expectations.

The solution

While attending Gartner HR Symposium/Xpo, Kelli focused heavily on communication strategies, total rewards offerings and data-driven insights into what employees actually want. Armed with this knowledge, she returned to create a comprehensive plan for their portfolio, kicking off the initiative by conducting a total rewards maturity assessment.

“

There was a benchmarking with Gartner session where there was definitely a lightswitch moment on a mindset shift. It was about marketing benefits by moments that matter and using that framework for communication.”

The result

The impact on the next engagement survey was profound. Total rewards completely dropped off the list of improvement areas, proving that “no news is good news.”

- They reached an impressive 88% positive response rate from employees feeling they are paid fairly for the work they do.
- They eliminated negative comments and issues regarding compensation and benefits perception.
- They shifted employee perception so that benefit offerings are now viewed as better than average and above the market standard.

How attending Gartner HR Symposium/Xpo can make a difference for you

1 Early access to Gartner insights

Conference attendees don't just consume published insights. They often get frameworks before they're formally released, keeping them and their organizations a step ahead.

2 Face-to-face guidance

All conference attendees have the opportunity to meet one-on-one with Gartner analysts, resulting in deep-dive conversations and breakthrough moments that virtual calls simply can't replicate.

3 Ready-to-implement frameworks

Attendees don't leave wondering what to do next. They walk away with frameworks, tools and methodologies designed for immediate implementation.

4 Invaluable peer collaboration

When you bring thousands of leaders together in one space, the collision of ideas becomes inevitable, and some of the most valuable moments aren't on the agenda.

5 Cross-industry perspective

Breaking out of industry echo chambers means you're not limited to how your industry solves problems. Attendees adopt proven approaches from other sectors and accelerate problem-solving.

Gartner HR Symposium/Xpo™ conference helps 1,600+ CHROs and HR executives from top enterprises each year advance their organization's mission-critical priorities.

Learn more today at gartner.com/us/hr.