

AMERICAN EAGLE OUTFITTERS

BACKGROUND

American Eagle Outfitters (AE) opened its first store in 1977. The growing chain operates more than 1,000 stores in 50 US states, Puerto Rico, and Canada. It is a publically traded company and employs more than 30,000 individuals with positions ranging from factory workers and sales associates to corporate employees.



CHALLENGE

AE was having difficulty managing their benefits plans and employee communications due to their large and geographically diverse employee base. In addition, the company had multiple benefits plans to accommodate a variety of job types. AE’s human resources department wanted to a way to better utilize their time. In addition, they needed to find a solution that would improve their employees’ understanding of the many benefits options at their disposal. They determined they needed a centralized, user-friendly application that would streamline their communications and help HR cut back on the time they were spending on administrative tasks and fielding calls, e-mails and questions from employees.



SOLUTION

AE selected A.D.A.M.’s Benergy Communications Platform in order to house their multiple benefits plan information in one centralized location and help them provide effective, e-mail-free employee communications.

AE chose the Benergy Communications Platform for the following reasons:

- The effectiveness of the Benergy Communications Platform
- The ability to connect employees to pertinent benefits information
- Reduction in emails from HR department
- Around-the-clock access to personal benefits information

BENEFITS

AE's employees depend on the Benergy Communications Platform for their benefits communications and administration. By deploying Benergy, AE has significantly cut back on the time their HR department spends dealing with administrative work and inquiries from employees. "What's nice about Benergy is that there's a place for all of the benefits plans, it's painless, you just go on, fill in the information and you're done," said Lauren McGlumphy, Senior Benefits Coordinator.

AE has multiple benefits plans ranging from insurance benefits to merchandise discounts to partnership programs with different companies. "Benergy is extremely organized and easy for the employee to use. Any benefit that would be worth promoting, you can easily find a way to organize it and put it on Benergy so that everyone has access to it." said McGlumphy. AE has found Benergy to be a tool that's not only easy for employees to use, but for HR personnel as well. "And you don't have to go to your IT department to do it, which is what I'd have to do if it wasn't so simple. You don't have to worry about being trained on Benergy because it's easy to pick up."

In addition, AE's corporate policy dictates that they are restricted to the amount of e-mails they can send to employees. The HR department now actively uses Benergy to have open and up-to-date communication with more than 30,000 employees. "I can see on the usage reports that employees are actively using Benergy. Even though I can't bombard them with e-mails, every time I want to communicate something, I use Benergy because I know that our employees are regularly checking it. We've seen a high level of utilization and it helps us tremendously when the information is already there. We don't have to worry about constant phone calls and e-mails. We are definitely happy with the investment that we made in Benergy because we've seen a lot of positive things come from it."

ABOUT A.D.A.M.

A.D.A.M. (Nasdaq: ADAM) is a leading provider of health information and benefits technology solutions to healthcare organizations, employers, benefits brokers, consumers, and educational institutions.

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