

C&D Concierge

**Brought to You by HUB International's
Communication & Design (C&D) Team**

C&D Concierge will help onboard new clients (with more than 250 employees) by guiding them through the available employee communication options from HUB C&D and helping them plan for success!

Preparing for your C&D Concierge Call

To help our team identify the best communications solution for your client, we recommend gathering as much of the following information as possible.



CLIENT

- Client name
- HR/Benefits/Marketing Contacts
- Industry
- Number of benefits-eligible employees



EMPLOYEES

- Number/types of employee populations
- Approximate percentage of employees with email addresses on file
- Do employees have access to computers, smartphones and/or tablets?
- Do employees require translation or accessibility accommodations?



BENEFITS

- How robust is the client's benefit package?
- Are there benefits that need a spotlight (i.e. HSA or EAP)?



EMPLOYEE COMMUNICATIONS

- How is the organization currently communicating with employees? From the organization's POV, what's working and what's not?
- Has the client asked for any specific type or channel of communication?
- Do you have copies of any of their current deliverables?
- How strongly does the client feel about their organization's brand?
- Is there a budget set aside for communications? If so, what is it?



ADDITIONAL CONSIDERATIONS

- If you've run a Persona Analysis on your client, please share it with your Concierge!
- Are there any organizational challenges or obstacles?
- How does the client work with you (EB)? Does the client tend to take charge and be involved, or do they rely pretty heavily on you?
- Is there anything we should be aware of that was sold to the client during the sales process?

