

# Informed Employees, Better Decisions



## TOTAL REWARDS

How Gallagher Guide's Total Rewards platform powered global, transparent access across 80-plus countries.

### Overview

A Fortune 100 company with one of the most universally recognized brands in history embarked on a strategic transformation of its global total rewards philosophy. They aimed to amplify rewards opportunities based on company growth and provide globally-aligned core benefits that support overall wellbeing while giving employees tools to make informed choices. Through a collaborative partnership, Gallagher Guide's Total Rewards platform was customized to deliver a transparent view of their complete employment offering and tools to model how performance drives future compensation to the company's tens of thousands of global employees.

### Strategic vision

The company had a vision for its total rewards strategy, centred on accelerating growth by empowering all levels through incentivized performance, and globally unified wellness-centric benefits. Central to this transition was a commitment to radical transparency — creating open, interactive compensation experiences for all employees, from the plant floor to the executive suite.

### Client needs

- ▶ Equip employees with relevant, personalized information for enhanced decision-making.
- ▶ Enable clear understanding of relationships between performance and rewards.
- ▶ Commit to total transparency throughout the entire rewards ecosystem.
- ▶ Exemplify this transparency through bold measures like market benchmarking in total reward statements.
- ▶ Drive active engagement with share ownership.

## CASE STUDY

### Client Profile

**Organization:** Public Company

**Industry:** Consumer Package Goods

**Location:** Atlanta, GA

**Number of Employees:** 20,000

### KEY TAKEAWAY

The implementation of Gallagher Guide's Total Rewards platform enhanced our client's rewards strategy with an award-winning solution that empowers global employees to understand and optimize their compensation through transparency and performance-driven insights.

## Solution design

To achieve these goals, the company needed an engaging platform. Available in 84 countries and nine languages, it supports continuous engagement through deep integration with compensation processes, from digitally distributing annual compensation statements to enabling meaningful performance conversations.

### ▶ Total reward statement experience

An engaging, dynamic statement that unifies the global rewards landscape, allowing employees to view their total compensation package, compare it to market benchmarks, and appreciate the full value of their relationship with the company.

### ▶ Long-term incentive modeler

Simplifies long-term incentive (LTI) decisions with scenario planning, helping employees understand how performance impacts value creation by trading complex financial concepts for meaningful outcomes employees can control – their performance, career trajectory and time horizon.

### ▶ Annual incentive modeler

An interactive tool that dynamically illustrates the relationship between performance and rewards, inviting employees to explore scenarios and visualize how their contributions directly influence their compensation.

### ▶ Share plan journey

An insightful, user-friendly modeling tool that provides employees with a clear understanding of the long-term value of participating in the stock purchase plan, allowing employees to see how their investments can grow over time.

## Measured impact

While these innovative features laid the foundation, the true measure of success was how effectively the platform drove behavioral and cultural change across the global workforce. The implementation of Gallagher Guide's Total Rewards platform has yielded impressive results in three key areas:

### 1 Global scale

The platform is live in 84 countries and nine languages, reaching over **18,000 users** in the first year with total engagement exceeding **220,000 visits**.

### 2 User engagement

Average visit duration is 26 minutes, with over 188,000 returning visits and usage peaks during key decision periods, achieving a Net Promoter Score of 67 (i.e., "great" on the NPS scale).

### 3 Share plan impact

The platform's educational approach to the stock purchase plan modeler significantly contributed to exceeding first-year enrollment goals, achieving a 60% overall enrollment, which was double the target.



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