

what's working

a colorful
EAP rebrand

You'd be hard-pressed to hear anyone at T-Mobile using the acronym *EAP*.

But the company's LiveMagenta program is essentially just that, an employee assistance program—minus the stigma and with an approach that fits into T-Mobile's unconventional attitude.

Bellevue, Washington-based T-Mobile US, Inc., which is the third-largest nationwide wireless communications company, launched the LiveMagenta program in early 2017. Calling itself "America's Un-carrier," T-Mobile is seeking to redefine the way consumers and businesses buy wireless services through leading product and service innovation.

"Being the Un-carrier means being customer-obsessed by always putting them first and providing them with the service, benefits and features that they don't just tolerate, but love. Our opportunity in the human resources (HR) and benefits arena specifically was to take the Un-carrier approach and apply it to our own employees," said Tina Marshall, senior director of total rewards for T-Mobile.

Making Content Mobile, Accessible

T-Mobile employs about 54,000 people, with an average age of 32. Many employees get their start when they're in college and work at retail stores and call centers. "Lengthy articles, memos, e-mails and brochures are ignored by our employees. Our team gravitates toward short, YouTube-type videos that contain quick information they can get at their fingertips. It's got to be brief, they've got to be able to click it and, of course, it has to be mobile," she said.

The LiveMagenta program got its start with an effort to launch a wellness initiative, "but we knew that we wanted to do it differently," Marshall said. "We knew that our employees didn't want to fill out a lengthy health risk question-

naire. And there is no way they'd do biometric screenings."

They started with a simple objective: "Connect employees in a really simple and efficient way to the expert resources available to help them be their best selves and rock it every day," she said.

Program content needed to be mobile-first and continuously refreshed. "If the program website says the same thing all the time, then there's no motivation to draw you back in, and you may not have repeat visitors," she explained. "We needed to make sure it had fresh content and ongoing dialogue and that we're evolving the program as we see the utilization results."

"In the discussion of the program, we didn't discuss carrots and sticks, reducing health care premiums, incentives or a return on investment," Marshall said. "We decided we're doing this just because we care about our employees, and we believe it's the right thing to do."

A Colorful Rebrand

The company put together a cross-functional team within the HR department to identify the challenges to well-being that employees were facing. The team grouped the challenges into four categories: life events/stress, family and life management, personal fulfillment and community involvement, and physical and mental health. As they looked at those challenges, "We had an epiphany. It was an aha moment in our planning. Our EAP really solves, for the vast majority of employees, all of these things," Marshall said.

One of the problems, however, was the stigma attached to contacting an EAP. "We couldn't just put out a campaign and say, 'Call the EAP for all these things,'" she said. "We had to rebrand it."

Although the team talked with wellness vendors, they ultimately went to the company's EAP vendor for help. Leaders told the vendor they



Tina Marshall
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Total Rewards,
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wanted to achieve massive adoption among employees and to add program elements that included mindfulness programming and financial coaching that went beyond just planning for retirement. They also wanted a mobile-enabled website that could be layered on top of the EAP website.

“While the EAP had a good website, it was too clinical and didn’t draw in employees,” Marshall said. T-Mobile gave the EAP vendor, Optum, an initial

design framework that the company wanted.

The site was designed and rebranded as LiveMagenta, incorporating the T-Mobile corporate color scheme, with its love of magenta, while also conveying the message that “we want people to live a bright and fun and engaging life,” Marshall explained.

Visitors to www.livemagenta.com can choose from nine magenta tiles with titles such as “Own Your Own

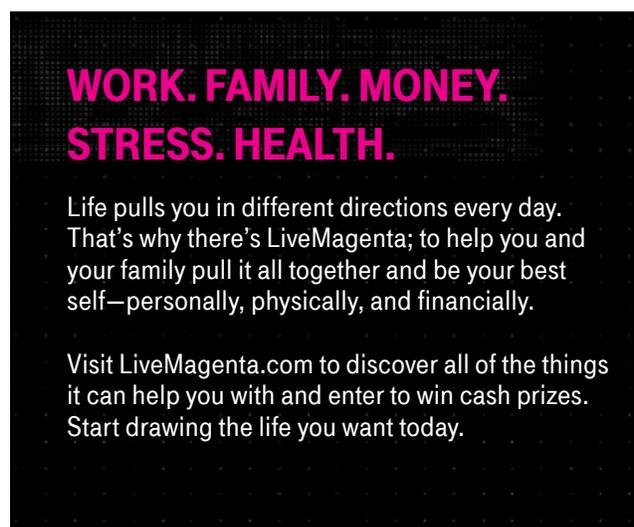
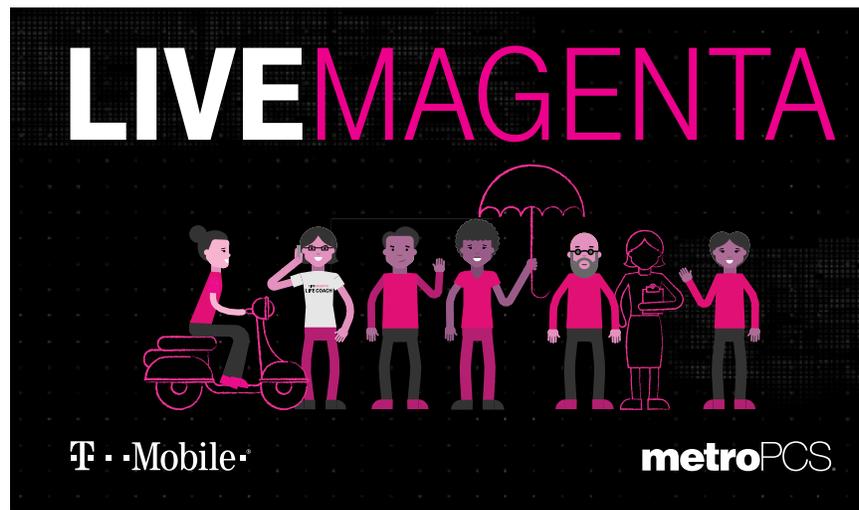
Health,” “Achieve Balance” and “Reach Your Goals.”

Clicking on a tile reveals a list of options that will connect the user to resources including apps, videos, short articles and tweets. Visitors also find links to outside vendors such as MySecureAdvantage, which offers financial coaching, Rally, which offers health and fitness programming, and meQuilibrium, a mindfulness program.

The site also offers the opportunity to live-chat online with a life coach during business hours, or coaches are available via phone 24/7.

In keeping with the company’s desire to keep content updated, one of the tiles is labeled “New Stuff” and typically has a theme or focus. For example, in July the focus was on developing healthy habits. “Updating this tile every month helps pull employees in and gives them a reason to keep revisiting the site,” Marshall said.

All of the resources are free in order to ensure there are no barriers preventing employees from getting help and succeeding.



Launching the Program

LiveMagenta was launched in January 2017. Every employee received an e-mail from the chief human resources officer that included a link to a video announcing the program.

At some of the larger worksites, video screens displayed the video, HR staff wore LiveMagenta T-shirts and employees received cards at their desks with QR codes that would launch the video on their smartphones. The company also held “table days” at its 17 call centers that featured presentations from a money coach and a life coach.

When T-Mobile launched the LiveMagenta program, employees received this card at their desks. The QR code on the back of the card launched a video on their smartphones.

At your service

Here's just some of what's included.
Go to LiveMagenta.com to learn more.

Help for Critical Events

Get support, counseling and resources to help you with life's challenges.

Own Your Health

Learn more about healthier living, quitting tobacco, Leave of Absence guidelines and T-Mobile health plans.

Care for Your Cash

Connect with a money coach, explore investment options and get assistance in other areas, like tuition, wills and legal support.

Relationships & Family Life

Find help with caregiving, family planning, building stronger ties — and more.

Support Each Other

Need support with a workplace concern? Assistance is available for HR, people managers and all team members.

Get Started

Go to LiveMagenta.com and live chat or call a life coach 24/7 at **855-780-5958** to find support for personal growth and life changes. Plus, you can enter to win cash prizes.

Tip: Add LiveMagenta to your mobile phone's home screen, so you're all set up to get help when you need it.

LiveMagenta content was designed to be mobile-first and is continuously refreshed.

Recognizing that more than 60% of employees get their information from social media, the HR department worked with the company's social media team to promote the program on Facebook and Twitter.

No Longer an EAP

Eliminating the perception of the program as an EAP was an important part of the effort. "We went through every piece of our collateral, whether it was printed or online, and eliminated all references to EAP," Marshall said. "You almost never hear anyone, including our executive leaders, reference EAP, but they will consistently say, 'LiveMagenta has something for that.'"

Following the launch of LiveMagenta, employee and family member utilization of the program's resources nearly doubled to more than 21,000 instances in 2017.

The simple rebrand, calling EAP counselors *life coaches*, adding a money coach, and making it mobile and simple to

access all "created an environment where there's not fear anymore," Marshall said. The new approach has "really helped our employees embrace the program without feeling that stigma of, 'I have to call the EAP.'"

The Future

Now that the program is in its second year, T-Mobile is conducting a deeper analysis into the individual program components. For example, the fitness app is popular, but staff is looking at creating more health challenges across business functions.

The team plans to expand the program in 2019 to showcase testimonials from employees who have worked with a life coach or money coach and the impact the program has had on their lives.

More information about the LiveMagenta program is available from the "Rebrand your EAP to Eliminate the Stigma and Increase Utilization" webcast.

Visit www.ifebp.org/webcasts for more details.

benefits
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