



CASE STUDY

GLOBALIZING THE EMPLOYEE EXPERIENCE

INDUSTRY

Pharmaceuticals | Healthcare

CHALLENGE

Unify a fragmented global benefits landscape and define a cohesive total rewards strategy that aligns with the company's mission across cultures, countries, and compliance challenges

SOLUTION

Design and implement the company's first vertically integrated, global total rewards communications program – aligned with local needs and guided by the company's purpose statement

EXPERTISE

Internal communications | HR strategy
Change management | Global enablement

With more than 135 years of history and 70,000+ employees around the world, one of the largest and most diversified healthcare companies was no stranger to complexity. Its benefits programs, including healthcare, time off, retirement, and employee recognition, differed dramatically by country and region. In some cases, local HR teams operated independently, creating a disjointed experience that was inconsistent with the company's global ambitions.

So, they turned to the team at Arketi Inside to cut through the complexity.

The goal was to unify a mosaic of regional approaches into a cohesive total rewards strategy. That meant aligning on ownership, standardizing communications, and ensuring every benefit – whether in China or Chicago – reflected the values expressed in their purpose statement: “to put the needs and well-being of the people we serve first.”

STRATEGY ROOTED IN PURPOSE STATEMENT

Working together with HR leaders across the globe, we led a complete audit of regional total rewards programs. From the U.S. to Germany to China, every benefit offering was analyzed through the lens of the purpose statement – evaluating what was offered, along with how it was communicated and perceived.

We helped define a unified global framework while preserving the local nuances dictated by law, labor structures, and cultural expectations. For example, employee recognition in North America emphasized individual spotlighting, while in APAC, recognition was more subtle to avoid cultural discomfort.

COMMUNICATION AT SCALE

Defining the total rewards strategy was just the beginning. The real challenge? Communicating it to tens of thousands of employees across geographies, languages, roles, and benefit eligibility levels.

We built a flexible, highly personalized communications engine that could scale across:

- Union and non-union populations
- Country-specific plans and terms
- Language and cultural barriers
- Online and offline employee groups

The strategy included customized messaging tailored to each audience segment, a structured rollout plan spanning 12–18 months, and coordination with in-house translation and compliance teams.



When people talk about employee experience, they often think of benefits and policies. But it's also about the emotional connection – feeling seen, valued, and part of something bigger. That's what we helped them build."

JASON ANTHOINE

Managing Director
Arketi Inside

IMPACT BEYOND BENEFITS

Following implementation, the company's next employee engagement survey revealed a marked shift. For the first time, employees across regions reported a strong sense of shared identity – feeling part of one culture.

It was a milestone for both the HR and communications teams and a testament to the power of thoughtful employee experience design.

DELIVERING THE EXPERIENCE

We led every phase of the initiative, from research and strategy to writing, design, and project management. Their internal teams provided governance and guidance, but we drove end-to-end execution.

This wasn't just a campaign: it was the construction of a foundational experience. And one that proved that employee engagement isn't just about messaging – it's about meaning.