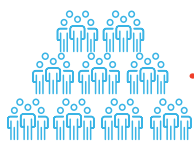


Utilizing face-to-face meetings to educate employees

Stein Mart®, a nationwide retail chain, has a vast employee population with locations across the country. Stein Mart's human resources department had one major obstacle: communicating with their floor associates.

Client Overview



13,000
EMPLOYEES



263
LOCATIONS



LOCATIONS SPAN
ACROSS 29 STATES

Challenges

- **Improve communication** between Stein Mart's human resources department and 13,000 associates nationwide
- **Engage and educate employees** to improve participation in benefits enrollment and corporate initiatives
- **Coordinate enrollment** across 263 locations

Solutions & Key Results

One-on-one enrollment meetings

As part of an off-cycle voluntary enrollment, Stein Mart leveraged Personal Communications, Inc. (PCI) to meet face-to-face with each employee, consistently educating them on Trustmark's voluntary products and other corporate offerings and initiatives. The success of the program led to a multi-year relationship to deliver employee education.



85% of employees
are seen yearly
at Stein Mart



\$6.15 million
in premium over
8 years



\$500,000 in savings
for Stein Mart thanks
to engagement in
company programs
and resources saved
on communications.

"We've had Trustmark products from the very beginning. They feel it's a recognized brand and that it's very stable and standard; they feel security with that brand."

Greg Lohman, Director of Compensation and Benefits
Stein Mart Corporation



Products underwritten by Trustmark Insurance Company
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