

# Case Study

## IWCO Direct

Total Compensation Statements for 2,000 Exempt Employees

Chanhassen, MN  
USA

Direct Marketing



### The Challenge:

IWCO Direct wanted to explain the value of its benefits program to exempt employees through a Total Compensation Statement (TCS), and thus increase employee retention levels. Dana Ohnsorg, HRMS/Benefits Manager at IWCO Direct, had been researching TCS vendors who could deliver accurate data in an acceptable TCS format for three years without success.

### The Solution:

Ohnsorg's search coincided with the company's current vendor naming ihouse as a certified partner. This endorsement was enough to sway her to choose ihouse as IWCO Direct's TCS vendor.

As Ohnsorg explained, "... ihouse had the perfect match of formats that I was comfortable with and back-end knowledge of the solution. I knew I wouldn't have to spend a lot of time scrubbing the data because ihouse knew the table structures and where to go to find the data that was needed for the formats that we chose."

Ultimately, her decision to choose ihouse was based on their technical expertise, competitive price and cultural fit. The experts at ihouse would completely own the data extraction process, relieving Ohnsorg of the stress and responsibility of doing it herself.

Ohnsorg credits her ihouse contacts with helping her ensure data accuracy. They ran reports, dug into the data and brainstormed possible obstacles so

they could run the data without problems. She also complimented the ihouse team's responsiveness and accuracy.

### The Result:

Although IWCO Direct did not have a specific time frame in mind initially, the ihouse team helped the company aim for a June 30, 2012 end date, for the rolling 12-month period to be captured on the statements. At that point, the goal was to minimize the gap between the end of the period and the delivery of the TCS template. The entire TCS project took just under eight weeks to complete.

Ohnsorg received very little feedback after employees received their statements—a good thing in her world. As she explained, "As with payroll, the expectation is that you get it exactly right. Perfection is what the employees expect...a lack of chatter means that all is well."

Despite silence from employees, the leadership team at IWCO Direct loved the results and was convinced that it was a good business move. They thought the TCS was a nice display of what the company was truly doing for its employees. Ohnsorg raved about the format of the statements. "It's pretty cool when you get the statement together to see even the hidden things rolled up into a nice number," she said. Based on the company's positive experience, ihouse hopes to continue to work with IWCO Direct in the future.



Finding ihouse was kind of a dream come true because I had been agonizing over the file export process. I knew that I did not want to own that, but I also knew that I probably would because of my role in the company. When I learned that ihouse had the expertise to own that piece, it took a big burden off of my shoulders.

—Dana Ohnsorg, HRMS/Benefits Manager, IWCO Direct