

NCCI Holdings, Inc.

HR/PR

ASSESS

NCCI Holdings, Inc., a not-for-profit company, is the nation's oldest and largest provider of workers compensation data to the insurance industry. The company wanted to establish a reputation for its commitment to diversity and as an "Employer of Choice" in an effort to increase morale among current employees, aid recruitment and retention, and garner recognition in the local community. The organization did not enjoy high brand awareness in the South Florida market, Employer of Choice practices were either not in place or not widely utilized, and high turnover, low morale and burnout were common. To counter these weaknesses, NCCI established additional programs and moved to a new ergonomic, family-friendly facility with many amenities (such as a gym, aerobics area, cafeteria and daycare center).

STRATEGIZE

Our strategy called for the creation of an integrated campaign consisting of Human Resources/Public Relations (HR/PR) and advertising. The HR/PR would build awareness among employees and the community regarding the initiatives already in place and those that were newly instituted. Our client wanted to demonstrate its commitment to diversity not only through its recruitment efforts, but also by participating in a diversity recruitment coalition: The South Florida Avenue.

IMPLEMENT

We positioned NCCI senior staff in the editorial media as expert sources on innovative Human Resources programs. We also won editorial coverage in local business and consumer media for NCCI's numerous workplace awards, building awareness of the company's achievements. Since employees were encouraged to take advantage of the paid volunteer hours provided by the company and participate in fundraising events taking place at their workplace, numerous articles and photographs were placed in local media highlighting the company's charitable efforts.

MEASURE

Bernard Hodes Group's HR/PR strategy generated an estimated 7.2 million impressions (total circulation of publications in which articles appeared) and contributed to NCCI's overall image as an "Employer of Choice." Comparisons to the previous year revealed a 52% increase in employee referrals, 10% increase in retention, 60% increase in number of resumes received, and 10% decrease in cost-per-hire. Our successful PR improved our client's recognition in the local community, increased morale among current employees, and aided recruitment and retention efforts.

Sun-Sentinel
Business

MARCH 19, 2001

Headquarters designed
to suit employee needs

Boca Raton/Delray Beach News

Tuesday, March 18, 2003

**NCCI Holdings Inc.
donates 80 computers to
local organizations**

THE PALM BEACH POST
WEDNESDAY, SEPTEMBER 12, 2001

NOTABLES

**'Back to School
Bash' helps support
Palm Beach
County's children**

SOUTH FLORIDA
THE BUSINESS JOURNAL

BEYOND THE WORK PLACE JUNE 7-13, 2002

Spinning support

More than 100 NCCI Holdings employees participated in the Multiple Sclerosis Society 150 Break Away to Key Largo Bike Tour.