Case Study – Global oil and gas client

Reducing risk and error in high-volume communications

The Challenge

The client's wellbeing program requires employees to earn points annually to remain eligible for higher-tier health care plans. Participants receive quarterly emails showing their current point totals. However, existing technology could not dynamically support personalized points data for more than 10,000 employees. The prior process relied on manual hand-coding HTML emails for each send, which was time-consuming, error-prone, and resulted in incorrect point information sent to participants.

The Solution

I took a step back to remind the client and account team of the email's sole purpose: **to clearly communicate point totals**. For years, the technical complexity that was built up around the messages overshadowed what was fundamentally a communication issue, not a technical one. Multiple team members were trying to solve a problem caused by content sprawl, not HTML code. By realigning everyone to the core objective, I redesigned the points emails with a singular focus on clarity. I removed variable content unrelated to points, created a clean and consistent structure, and eliminated the need for ongoing manual recoding.

The Outcome

The new design improved clarity, reduced risk, and ensured accuracy. The emails were visually cleaner, easier to reuse and error-free, resulting in zero errors (throughout 2025 and 2026) and increased confidence in program communications. This improved approach eliminated 72 hours per quarter (equivalent to nine workdays) of needless production time, resulting in more than $10K in cost savings each year.