
Industry	Finance
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Founded	1972
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Headcount	2,200+
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Headquarters	Detroit, Michigan
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Credit Acceptance propels 98% employee engagement with Simppplr



Simpplr was the best platform for reaching our employees where they are. Whether they're in their cars, homes, or the office, our people always have access to the information they need when they need it.

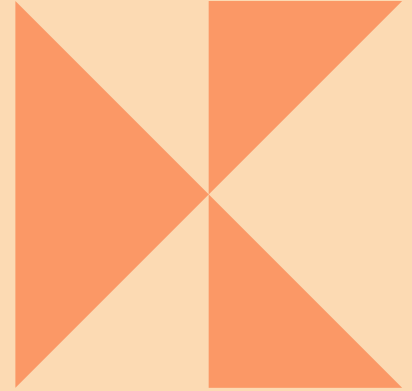
Krystal Barrad

Web Content Specialist



The Challenge

Fast growth and a distributed employee base



Newly distributed workforce with no digital source of truth

Need to reach employees in multiple contexts and locations

Heavy corporate emphasis on award-winning culture

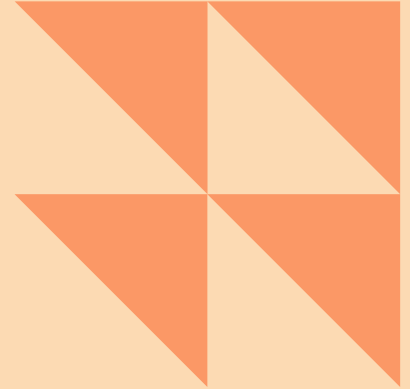
Founded in 1972, Credit Acceptance was founded by a dealer for dealers and built on the belief that everyone deserves the opportunity to finance a vehicle, regardless of their credit history. The company's mission is to improve the well-being of credit challenged Americans by helping dealers extend to them the trust and respect they deserve, and the financing they need, to achieve their full potential.

Like many organizations, the COVID-19 pandemic changed the way Credit Acceptance operated. The company has more than doubled in size (from 1,000 to 2,000+ employees) and transitioned from an in-office culture to a nearly 100% remote workforce. A quarter of those employees spend their time in cars visiting dealership partners, while just over 40% spend their days on the phone with customers.

With a "Big, Hairy, Audacious Goal" of earning a top 10 spot on Fortune Magazine's annual 100 Best Companies to Work For list, the internal communications team needed a way to keep its newly distributed employees engaged at scale. The existing intranet was outdated and cumbersome to use, so the Credit Acceptance team opted to rebuild the intranet on the Simpplr platform.

The Solution

Meeting employees where they are



Successful rollout focusing on key goals and metrics

High-impact newsletter to reduce mass emails and drive engagement

Support for updated corporate brand with key resources and content

Implementation

The implementation of Simpplr was successful thanks to the team's focus on a handful of key goals:

Streamlining corporate and executive communications

Increasing employee engagement and collaboration

Improving organizational efficiency

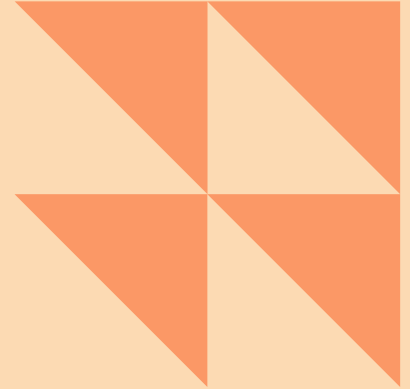
The team actively measures program success through metrics like active users, new content published, percentage of users viewing content, likes and favorites. The team regularly reports progress on these metrics to senior leadership.

Ten months after rolling out PRIDEnet, the intranet had a whopping 98% adoption rate — a best-in-class metric that has largely held steady.

“Simpplr was the best platform for reaching our employees where they are. Whether they're in their cars, homes, or the office, our people always have access to the information they need when they need it,” says Krystal Barrad, Web Content Specialist at Credit Acceptance.

The Solution

Enhancing the employee experience



Successful rollout focusing on key goals and metrics

High-impact newsletter to reduce mass emails and drive engagement

Support for updated corporate brand with key resources and content

Amping up employee engagement with a robust employee newsletter

In 2023, the Credit Acceptance team launched an employee newsletter called PRIDENet Now! The goal of the newsletter was to streamline communications by reducing the volume of mass emails that landed in each employee's inbox. Instead of ad hoc communications about major initiatives, the team consolidated the most important company news into a weekly newsletter employees receive on a predictable schedule (Wednesday afternoons).

To gain traction, the internal communications team relies on several strategies and tactics aimed to make the

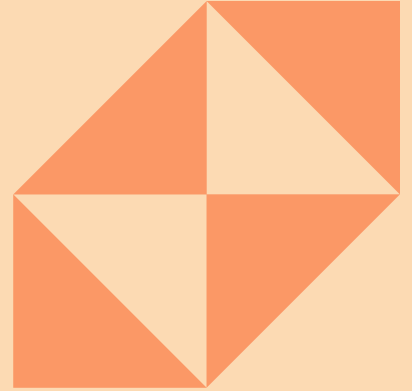
weekly newsletter as engaging as possible. For example, the team regularly includes an "Emoji Hunt," in which readers can enter to win prizes after finding a hidden emoji in the newsletter content. The newsletter also features a lot of engaging graphics and ample human-focused content highlighting different teams and departments.

The internal communications team also relies on a rigorous discipline of testing to ensure they're getting results. For example, the team found that clustering multiple top stories "above the fold" drove better results than highlighting just one story at the beginning of the newsletter.

Beyond the weekly newsletter, the Credit Acceptance team also uses Simpplr's newsletter capability to send targeted emails to subsets of its users. For example, the platform can be used to send emails to a specific department or job function, or for executive communications from the C-suite. The team also used newsletters to support a major brand refresh, sending a special "Brand Edition" newsletter to all employees that guided them to a new Brand Central site on their Simpplr intranet.

The Result

Driving groundbreaking engagement



98%

overall engagement rate

25%

reduction in all-company emails

76%

open rates for employee newsletters

For 2023, the newsletter averaged an open rate of 76% and a click rate of 10% — both at the very top of the team's target metrics.

The team also reduced the volume of all-company emails by 25% — about 200 emails per year.

“Our newsletter has been so successful, we're already brainstorming new ways we can use it,” says Barrad.

In the next few months, the team plans to roll out:

Monthly communications for leaders within the organization

Communications about internal events

Credit Acceptance has proven that effective employee engagement is the result of strategic planning and effective execution. The team's results demonstrate a real commitment to meeting employees where they are and leveraging the available resources in Simplr to drive lasting engagement.

About Credit Acceptance

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About Simplr

Simplr is the leading AI-powered employee experience platform. Organizations use our forward-looking, adaptable products to deliver personalized experiences that inspire and engage their employees. Wherever people work, Simplr enables them to flourish.

Trusted by more than 500+ leading brands, including Zoom, Snowflake, Moderna, Eurostar, and AAA, our customers are achieving measurable productivity gains, increased employee engagement, and accelerated business performance.

Simplr is headquartered in Silicon Valley, CA with offices in the UK, Canada, and India, and is backed by Norwest Venture Partners, Salesforce Ventures, and Tola Capital. Learn more at simplr.com.