



Mercedes-Benz

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HR Manager, Mercedes-Benz

Mercedes-Benz powers productivity with Ceridian LifeWorks Employee Assistance Program (EAP) and HR Consulting Services

Mercedes-Benz gains huge improvement in productivity, employee engagement and labour relations

The name Mercedes-Benz resonates. It represents a tradition of quality and innovation that reaches back 118 years. Its three-pointed star is one of the world’s best-known trademarks. It connotes style and success and technical perfection. It also comes with certain expectations – of the unparalleled service, professionalism and commitment to customer satisfaction that have made Mercedes-Benz an industry leader.

For Mercedes-Benz, a crucial part of living up to its storied name is working with other industry leaders, which is why the company turned to Ceridian, a leading HR solutions provider. Ceridian’s full suite of HR solutions includes Ceridian LifeWorks employee assistance program and HR consulting. Mercedes-Benz saw their own dedication to excellence mirrored in Ceridian’s solutions, all of which work to drive real business value.

According to Senior Human Resources Advisor Nicole Poncelet, maintaining Mercedes-Benz’s reputation as Canada’s top automotive retail employer is key. The majority of Mercedes-Benz’s Canadian employees work in the company’s dealerships which are fast-paced, customer-oriented and very competitive. In the office and on the sales floor, the company is working to foster an environment of open communication, team spirit and personal growth – all with the goal of attracting and retaining the calibre of employees Mercedes-Benz needs to provide its customers with the best sales and service experience in the industry.

The situation was a natural fit for Ceridian LifeWorks employee assistance program. The EAP improves business performance through enhanced employee satisfaction, engagement and retention by giving employees the tools to lead healthier, happier and more productive lives. Ceridian LifeWorks provides access to confidential support and expert resources employees need to effectively manage personal and professional challenges, make healthier lifestyle choices, maintain wellness and achieve work-life balance.

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Mercedes-Benz first engaged Ceridian six years ago. To complement its relatively small HR department, the company decided to adopt a proactive strategy of working with third party experts. They needed a partner to whom they could refer employees who needed assistance with personal challenges and issues. They also saw an opportunity to provide additional employee benefits and cement the company's position as an employer of choice.

Even though the company's operations span Canada from coast to coast, Mercedes-Benz found the process of rolling out Ceridian LifeWorks services an easy one. Ceridian currently provides EAP services to all 900 Mercedes-Benz employees, both full- and part-time, in 18 different locations.

According to Ms. Poncelet, “One of the best services provided is crisis counselling. Ceridian has responded immediately to our needs for crisis counselling in the case of a colleague's sudden death or a workplace traumatic event.” These are specialized people services, and sometimes the service has to be very personal.

Mercedes-Benz also uses Ceridian HR consulting services. “Ceridian's consultations with us have been a great success,” says HR Manager, Susan French. “On the consulting side, there has been a huge improvement in productivity, employee engagement and labour relations at a location where personal conflicts had eroded working relationships and production quality. The Ceridian HR consultant was able, in a very short period of time, to connect with the employee group, settle their differences and have them working collaboratively and positively.”

Moreover, the change was a lasting one; almost a year after the initial intervention, the situation is better than ever. Ceridian HR consulting services have the potential to drive improvements in basic employee satisfaction, employee retention, and employee engagement, keeping talent operating at peak efficiency.

The partnership with Ceridian has been valuable not only to Mercedes-Benz employees, but to the organization as a whole. “By availing ourselves of Ceridian's services,” Ms. French says, “we found cost-effective solutions to problems that, if handled in more traditional ways, would have cost us much more and would likely have resulted in a continuing negative work environment. Ceridian lets us focus on what we do best.”

If you are interested in more information about Ceridian's HR Solutions, please call 1-877-CERIDIAN or visit our website at www.ceridian.ca

