



A *vimeo* Resource

**How Paychex shares more information  
(in less time) with Vimeo Enterprise**

**PAYCHEX<sup>®</sup>**



Serving an estimated 1.4 million worksite employees throughout the U.S. and Europe, Paychex knows the importance of finding sustainable, scalable solutions to keeping people in the loop. “We are a full-service HR company,” says Creative Services Manager Joel Basa. “If you think of anything HR-related, we have an offering for that.”

Traditionally, Paychex relied on dotting the calendar with in-person summits in order to connect executives and align on quarterly and annual goals. Then, life changed. “With COVID, we had to pivot to do things virtually,” says Joel. “One of the biggest gaps we had was finding a technology that could reach many employees, with numbers in the thousands.”

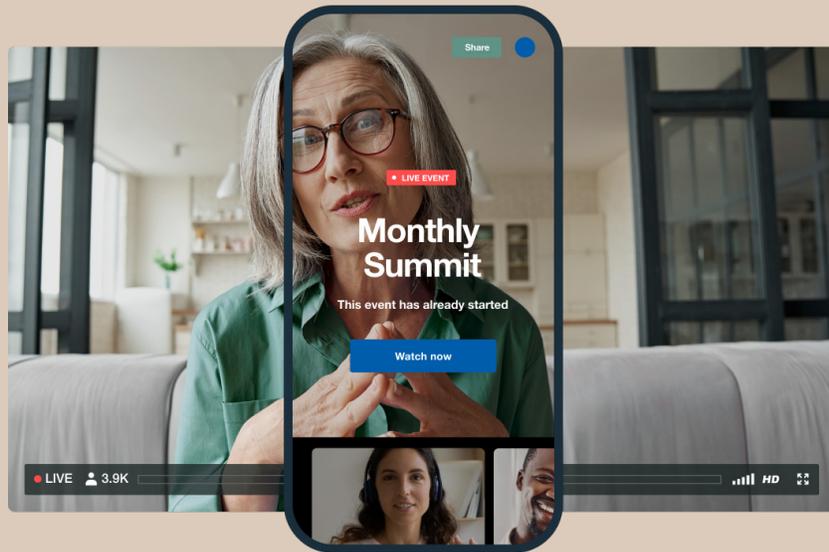
Now, Paychex has traded flights and hotel conference rooms for live events that can be produced from a living room, while reaching 10x more Paychex employees than they ever did in person.

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## Don't sweat the tech...nique

When it came to keeping internal communications on lock throughout the year *without* in-person touchpoints, Joel knew they'd need a user-friendly interface for executives to make contact with the rest of Paychex's employee base.

“We needed technology that would help us get support messages out from key leaders and make it engaging,” says Joel. “That's when we started looking at solutions like Vimeo.”



But it wasn't just the simplicity of going live that drew Paychex to Vimeo's Enterprise solution. "Vimeo was differentiated from other platforms because of the security," adds Joel. "We were looking to integrate from an enterprise level, and SSO was a critical component. Vimeo offers that."

## Virtual events meets internal comms

Now that they're equipped with a solution that's simple to use and super secure, Paychex has fully pivoted to virtual events in 2021. "We use Vimeo as our streaming platform and utilize all of the engagement tools, chat, and Q&As, to broadcast in HD," says Joel.

The result? A 10x increase in internal reach, *without* an increase in spend. "For our leadership conference, that used to be a 150-person event. This year we opened it up to 1,500 people," adds Joe.



"We now have a larger reach with zero additional cost. Our company engagement and awareness of our strategies have gone up. It's definitely an improvement on our previous methods."

**Joel Basa**

Creative Services Manager

## Employee awareness on the up

“One of the pieces of feedback prior to COVID, was that critical messages were not being disseminated,” says Joel. “Paychex is around 16,000 employees, and getting that information is super important. It’s made it much faster for us to package up that information and send it through the ranks of the organization.”

Now that Paychex is able to easily capture and disseminate info by using video for internal knowledge sharing, it’s not just their live stream viewership that’s shot off the charts. “Our company engagement and awareness of our strategies have gone up,” Joel says. “It’s definitely an improvement on our previous methods.”

Speaking of improvements, Joel says Vimeo’s increased capabilities have even helped his team embrace a little innovation in their internal comms. “What Vimeo really did for our team was boost our creativity,” adds Joel. “Because we could share content in HD, we were sharing marketing ads, commercials, and Q&As to build engagement and have a dialogue. Vimeo gave us all of those capabilities and allowed us to think a lot more freely versus other tools that were at our disposal.”

Industry:

**Business Process Outsourcing and Human Capital Management**

Global employees:

**16,000**

Office locations:

**39**

Countries served:

**United States, Sweden, Germany, Denmark**

Video views:

**17,000+**

Average watch time:

**75 minutes**

Nasdaq:

**PAYX**