

## Client Story

# CSAA Insurance Group

**CSAA Insurance Group engages over 60% of employees and improves its image in the community with AngelPoints Volunteering™**

### The Challenge

CSAA Insurance Group, a major provider of AAA-branded insurance, has a strong track record for helping the communities it serves. Historically the organization has maintained strong participation in its employee volunteer activities, with average participation of more than 10% of its employees. However, the company did not have the tracking and reporting capability to effectively evaluate and manage its volunteer program. CSAA was looking for a strategic solution to manage its volunteer efforts. Using an internally built system with limited functionality, CSAA hosted 40-45 projects annually and engaged 625-675 employees. Initially, the company was searching for a more effective way to notify employees about volunteer events. Typically, the company relied on things like posters in the break room and email blasts. At the time, CSAA

had more than 6,000 employees; the company knew that more employees were willing to get involved and that, with better systems in place, it could increase the measurable impact of its employee volunteer program.

### The Results

CSAA decided to revamp its efforts and adopted AngelPoints Volunteering as the cornerstone of its volunteer program. Within six weeks, CSAA was able to effectively use the solution's robust event management, targeted communications and reporting tools that enabled the company to focus on the strategic rather than tactical operations of its volunteer program. CSAA was now able to shift its efforts from volunteer recruitment and tracking, to the measurement and benchmarking of its initiatives.

**“AngelPoints™ is truly the ticket when it comes to communicating volunteer events, implementing those events, and reporting levels of engagement and impact.”**

— Roger Hancock, CSAA Corporate Volunteer Manager



## Matching Employees to Events

### Leads to Increased Levels of Engagement

One of the more powerful features of AngelPoints Volunteering is the Profile tool. Roger Hancock, Corporate Volunteer Manager at CSAA, highlights the company's Junior Achievement program as a prime example. Prior to adopting AngelPoints Volunteering, when CSAA tried to recruit volunteers for Junior Achievement, only a handful of employees signed up. After implementing AngelPoints, CSAA put the profile tool to good use; it identified employees with an interest in education, youth and in improving their public speaking skills. Sixty employees at the company fit the profile and – within an hour of sending out an email targeting those employees – 30 employees signed up to teach Junior Achievement.

### Generating Feedback and Measuring Impact

CSAA highly values its image in the community. When results of company's volunteering efforts are reported to the Board of Directors, they use the AngelPoints Volunteering surveys to gauge the impact volunteering has on the company's image. In eight to nine quick questions, the Board can understand whether its volunteer programs help employees feel engaged (94% agree or strongly agree), feel like they are living the company's values (95% agree or strongly agree), and feel that CSAA's participation in volunteering activities helps to improve the organization's reputation in the community (97% agree or strongly agree). Based on the overwhelmingly positive results, CSAA enjoys tremendous senior and executive management support, enabling the company to focus on and grow its volunteer efforts as it moves forward.

---

**“As we’ve evolved as a corporate volunteer program, AngelPoints has evolved with us and, consequently, we have developed a great partnership.”**

---

### The Bottom Line

CSAA exceeded its original goals for increasing the measurable impact of the company's volunteers.

Employee volunteer participation exploded over 900% and its program experienced a triple digit increase in volunteers, volunteer leaders, and the number of events CSAA participates in each year.

In a short period of time, the company went from hosting 40 projects to over 400 projects annually and from 675 employee participants to upwards of 4,000. As a result of this measurable success, the company was awarded the prestigious honor “Excellence in Workplace Volunteer Programs” by the Points of Light Foundation. And after more than eight years using AngelPoints Volunteering, CSAA employees' commitment remains strong.

## Contact Us

---

info@microedge.com

800.899.0890

www.microedge.com

