



Getting started with Prudential Hong Kong

Prudential Hong Kong's Human Resources team engaged Tandem Design to package a new joiners kit as part of a revamped staff orientation program.

Scope

New Staff Orientation Kit

Deliverables

Information Architecture

Visual Language

Implementation Services

Issue

Prudential's orientation pack had grown organically into a mass of information. While comprehensive, its contents was difficult to navigate and confusing. This made the first weeks of new joiners that little bit more difficult as basic information was not being communicated.

Tandem Design was tasked to develop a method of organising and presenting a revised orientation package for new joiners at all levels to easily access the information.

Solution

The orientation materials were broken down into six sections, relating to the information needs of new joiners. A welcome folder entitled 'Getting Started' was developed to contain all the orientation materials. The folder is personally presented, and explained to all new staff on their first day of work to kick-starting the orientation process.

Electronic templates were developed to allow easy update and personalization information. The ring binder format was selected to allow for future content revision.

Result

The 'Getting Started' pack now forms a tangible part of the orientation process, its clear and straight-forward look and feel makes it quick and easy to access information. Whilst a positive impression is gained of new starters of Prudential as they transition into their new role.