

BUILDING THE BUSINESS CASE FOR BETTER BENEFITS

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- The metrics for your benefits business case
- Benefits that appeal to all
- Driving employee adoption

WHAT?

HOW?

WHY?

Common Business Case Content

- Business opportunity
- Business benefits
- Risks
- Costs
- Technical solutions
- Timescale
- Capability to deliver project

Understanding is the beginning of approving

Andre Gide

Your Business Case



or



Business Case Metrics



Business Case Metrics



Common Business Case Metrics

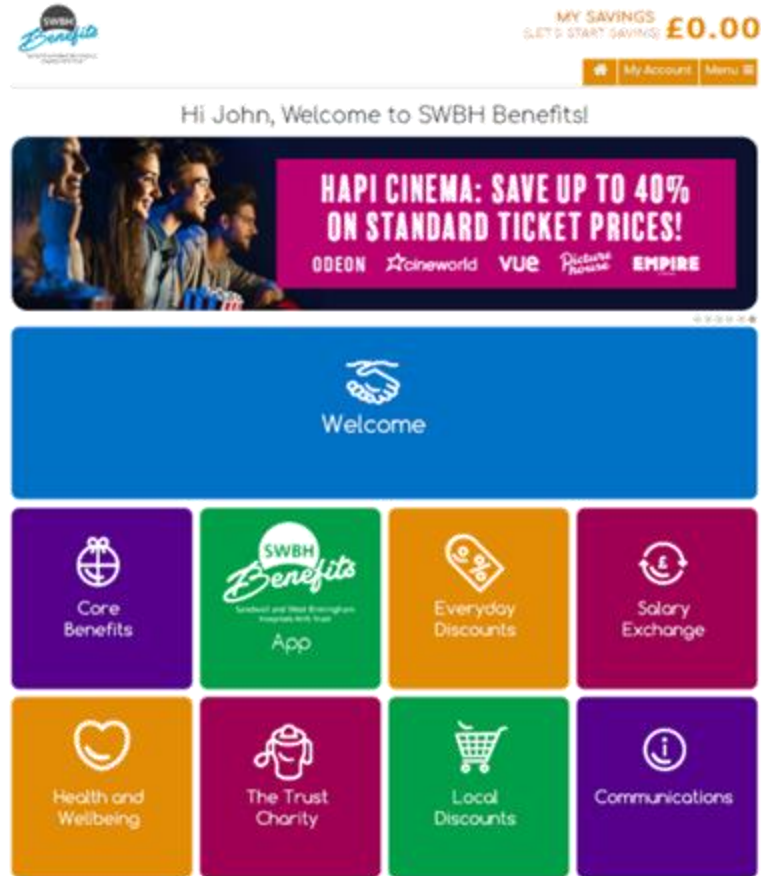
- Engagement Scores
- NPS
- Employee Retention
- Usage
- ROI
- Absenteeism
- Savings
- Productivity



Align them to your WHY

- Driving down costs?
 - Employee Retention
 - ROI
 - Savings
- Reducing benefits admin?
 - Number of Systems
 - Administration Time
 - Ease of Reporting
- Improving Engagement?
 - Engagement Scores
 - NPS
 - Productivity

Sandwell & West Birmingham NHS Trust





**KEEP
CALM
AND
TEST
AND LEARN**

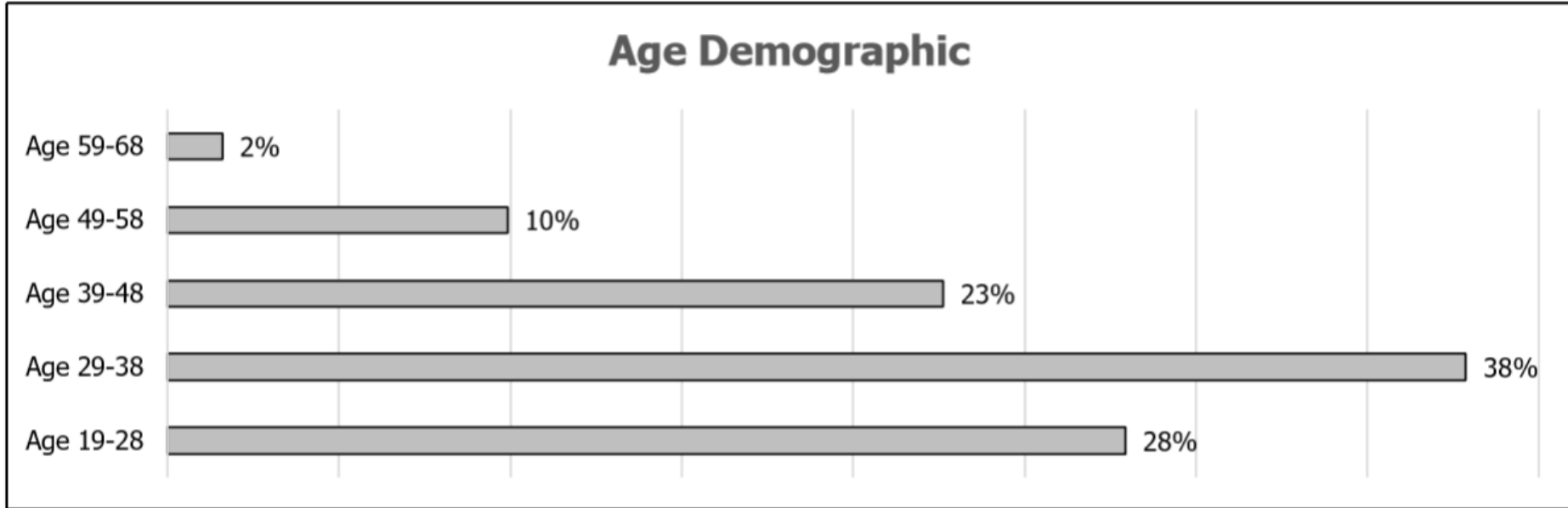
How to have benefits that appeal to all



Takeaway #1 - Benefits

- Are they relevant to your employees?
- All of your employees, not just head office
- All generations, not just Millennials
- Are they used?
- Are they useful?

Takeaway #1 - Benefits

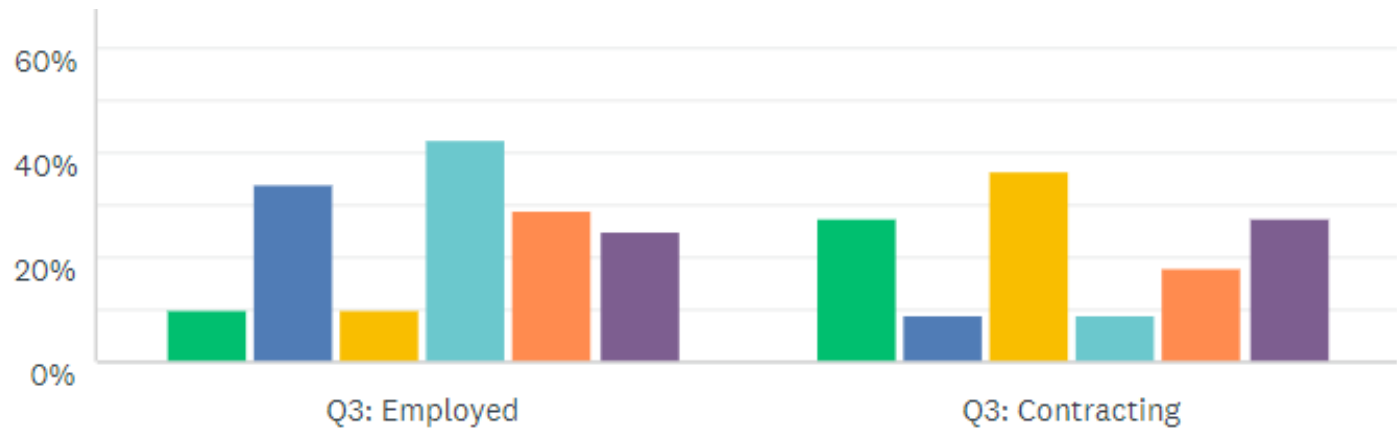


A – Cycle to Work

B – Home Technology Salary Sacrifice

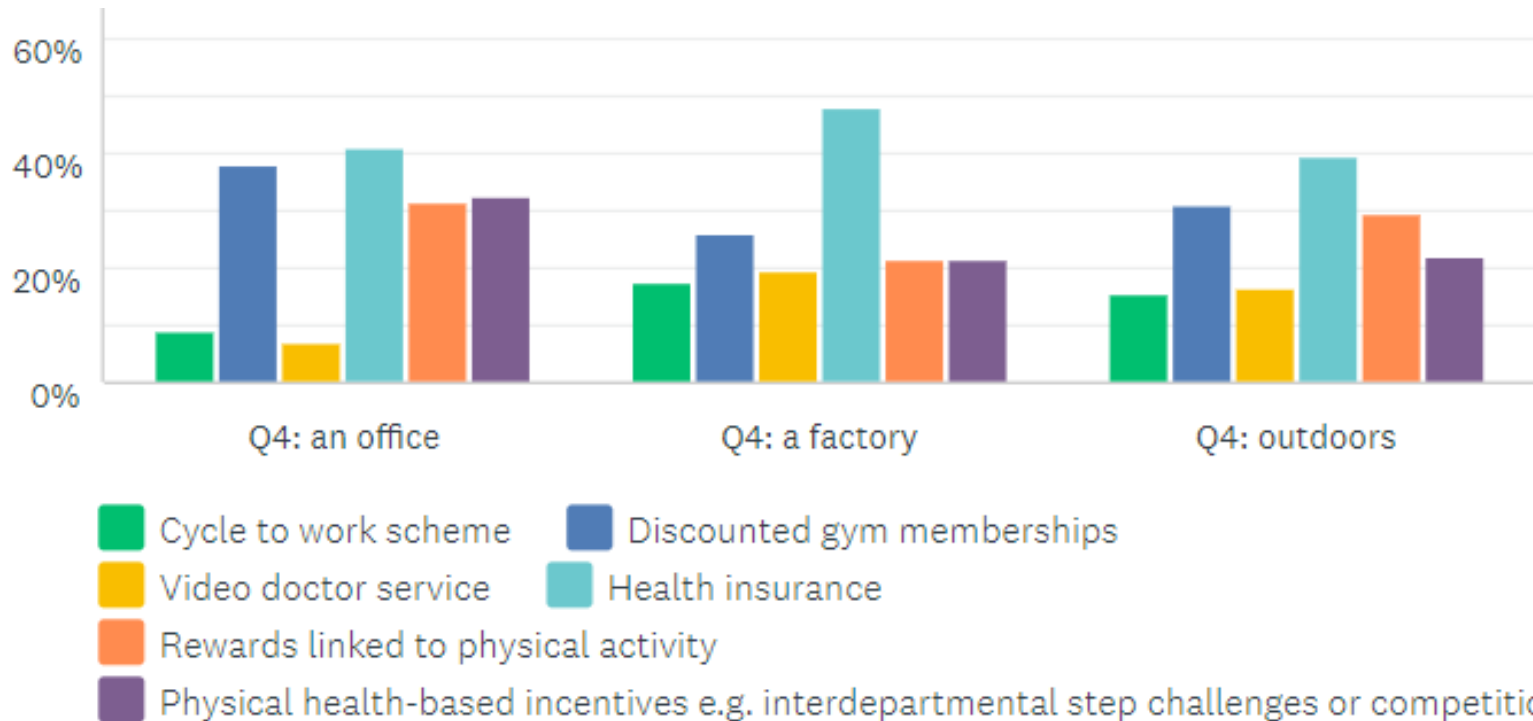
C – Gym Membership

Takeaway #1 - Benefits



- Cycle to work scheme
- Discounted gym memberships
- Video doctor service
- Health insurance
- Rewards linked to physical activity
- Physical health-based incentives e.g. interdepartmental step challenges or competitic

Takeaway #1 - Benefits



Takeaway #2 - Wellbeing

- When you focus on wellbeing, good things happen

When you focus on wellbeing, good things happen

Employee Productivity Increases

Employees with poor wellbeing only produce 64% of possible work output, while those with excellent wellbeing produce 83%

Team Productivity Increases

Team output increases from 61% to 81% as a team's wellbeing goes from poor to excellent

Job Satisfaction Doubles

Only 44% of staff with poor wellbeing are satisfied with their jobs versus 89% of staff with excellent wellbeing

Retention Increases

On average, employees with good or excellent wellbeing plan to stay with their employer 2 years longer than colleagues with poor or average wellbeing

Takeaway #2 - Wellbeing

- When you focus on wellbeing, good things happen
- Do you have a campaign calendar?
- Do you cover all 3 areas of wellbeing?
- Is it a different flavor for each employee group?
- Can your vendors help?

Takeaway #3 - Communications

- How are benefits accessed?
- Are they all accessed the same way?
- How do you reach all staff

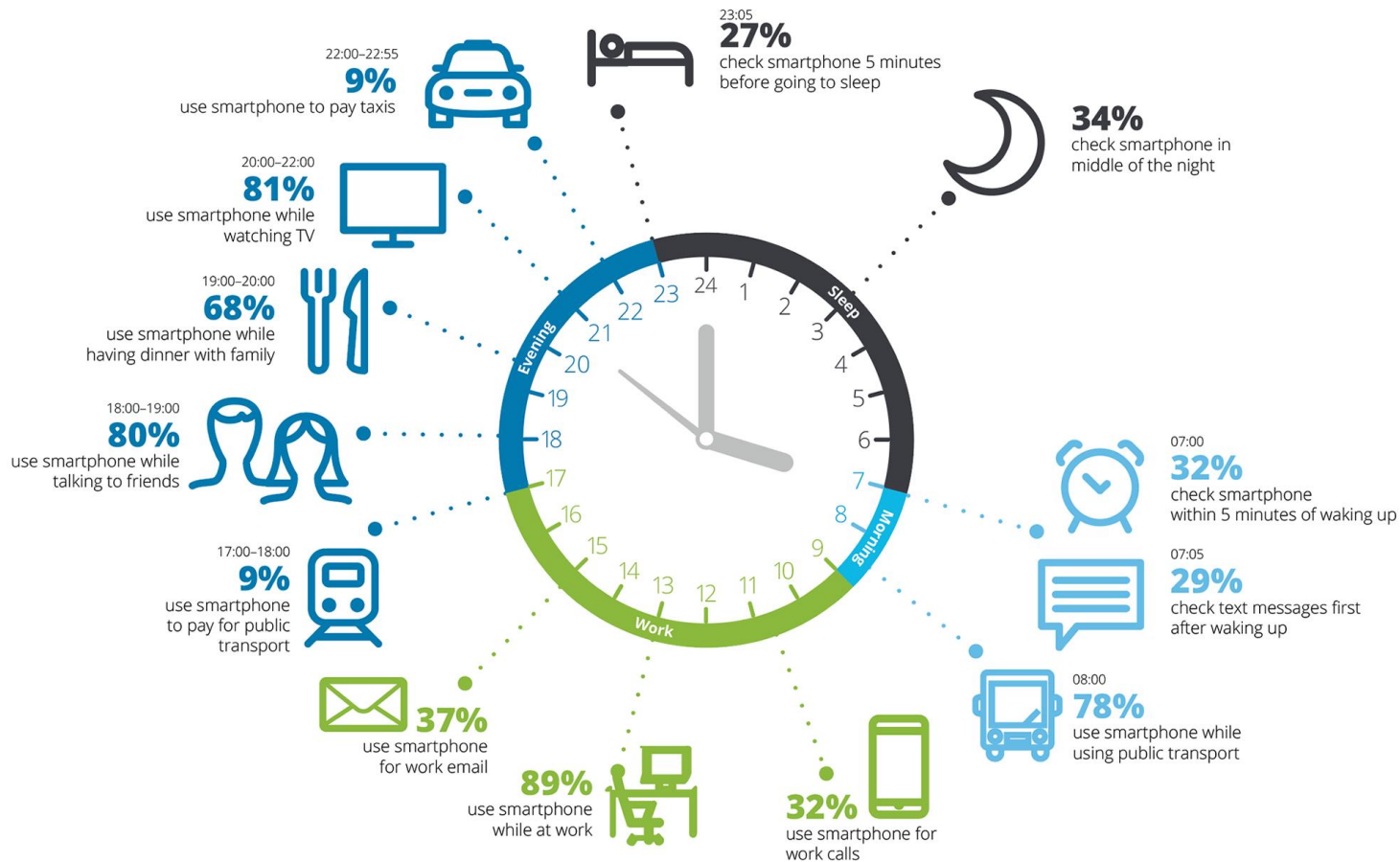
Communication is the difference



Takeaway #4 - Engagement

- How do you drive engagement with your platform?
- Do you have a campaign calendar?
- Can your vendors help?
- What about mobile engagement?

Mobile is the key to engagement



So what was this all about?

- Understand your Why, What & How
- Practical tips on benefits that appeal to all
- Go mobile

Thank you
Come and say hello at stand C06

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