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# How CBRE transformed benefits into a £2.5M business win



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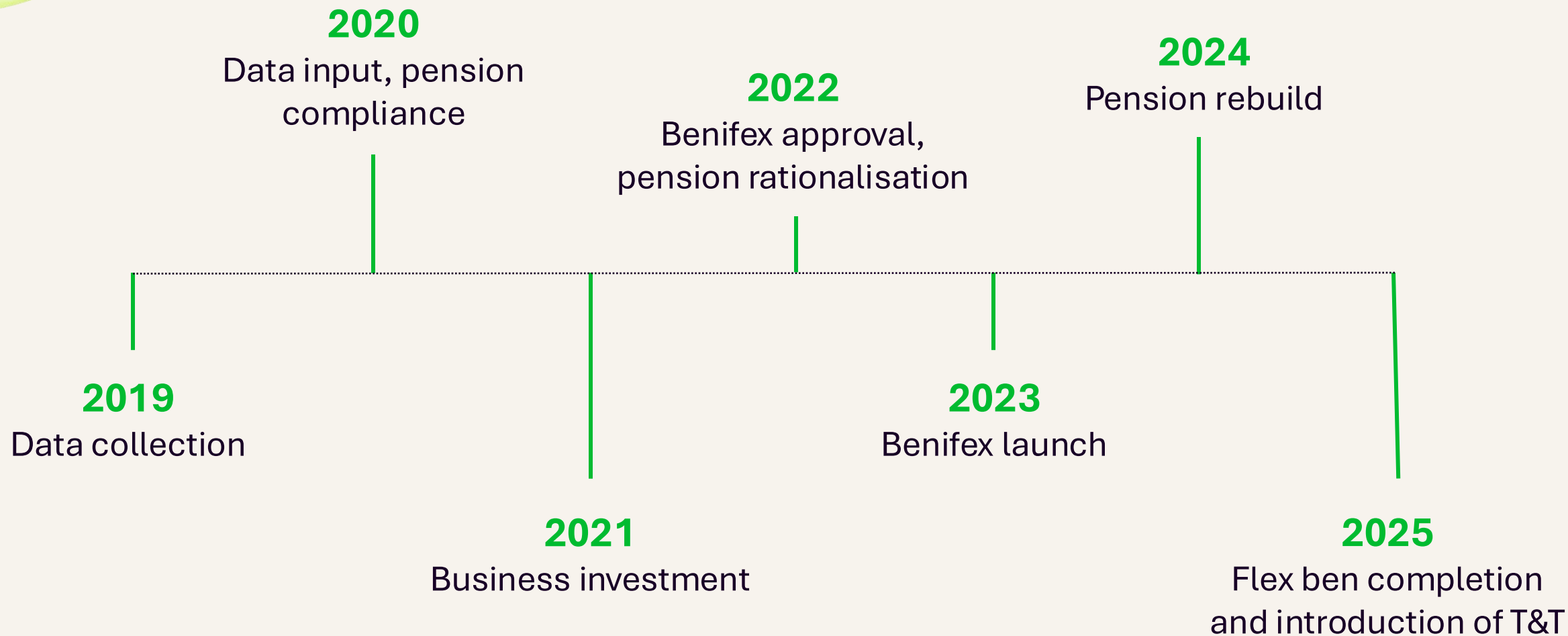
Head of Benefits EMEA,  
CBRE

# CBRE population





# The **CBRE** journey



# Supporting what 'good' looks like

"I wanted to email to say thank you for a brilliant benefit fair. It was really informative.. The benefits available now are **worlds away** from what we had when I joined the business 15 years ago."



- Director, CBRE GWS



# Engaging the deskless population



## Prepare for tomorrow, today

myBenefits: your personalised benefits platform



### What is myBenefits?

myBenefits is your personalised benefits platform designed to make selecting your benefits easy. Whether you're after extra protection, want to stay happy and healthy or have more fun - myBenefits has just the thing.



### How can I make the most of myBenefits?

Think about the needs of you and your family. myBenefits gives you a clear breakdown of your costs, shows any tax and National Insurance savings you may make, and provides useful FAQs and policy documents for all your options.



### When can I choose?

Insurance-based benefits and some others, due to HMRC and provider restrictions, can only be chosen when joining CBRE or once a year during a period we call 'annual enrolment'. This is typically held in May each year - we'll be in touch nearer the time to let you know when you can make your choices.

Some of your benefits are available anytime; just go back to myBenefits during the year to select.

If you experience a change in your circumstances, you'll get an exclusive window to choose those benefits normally only available at annual enrolment. Or, if you're new to CBRE, you will be sent an invite to the myBenefits platform the month after you join.

### How do I select myBenefits?

#### At work

- Click [here](#) to log in automatically to myBenefits

#### At home, on mobile

- Visit [therewardhub.com/cbre](https://therewardhub.com/cbre), or scan the QR code overleaf. Log in with your username (work email) and password

#### Then

- Add the benefits you like the look of to your basket
- Submit your basket
- You'll receive an email from us confirming your choices

CBRE



or scan the QR code to get started.

#### What if I need help?

Chat with our benefit experts on 0238 072 7896 (Monday-Friday, 8.30-17.30) or [log a query online](#) via myBenefits.

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## Opt-in for any benefits?

CBRE also pays for some of your options in part or in full. You can do this quickly and easily through myBenefits.



### Private Medical Insurance

Access high-quality medical care, when you need it. We cover the full cost of this benefit for you and your family, besides tax, but you must opt-in.

CBRE

Welcome Sam

Welcome to the home of reward and benefits.

Now you have access to all the benefits that make up your reward package. The way you select your benefits will be guided by your needs, with discounts and advice on options. When you make your choice, we'll help you understand what you're getting.



myBenefits



Drive Benefits



My Documents



Your Reward Summary

CBRE

## Results to date

**£2.5M**

in **employer**  
**NI savings**

**5+**

life assurance  
policies down  
to **one simplified**  
**scheme**

**2,000+**

variations in  
benefit terms  
**identified** and  
**streamlined**

**60%**

deskless  
workforce  
**engaged**



£

## Success from the latest enrolment window:

**52%**

**employees**  
logged into  
the platform

**4,046**

total **benefits**  
**submissions**

**1,578**

**mobile app**  
downloads

**+43 NPS**

14-point  
**increase** from  
2024



# Questions?