

Case study: Pick N' Mix



Situation

As one of the UK's top legal firms, Reynolds Porter Chamberlain LLP (RPC) wanted to better communicate their uniquely accessible and enterprising culture to their employees and potential recruits. Whilst already having a good standard benefits package in place they wanted to offer more choice and flexibility. In particular they wanted to achieve three distinct objectives:

1. Increase employee awareness and understanding around benefits;
 2. Reduce the administrative burden of running a benefit programme;
 3. Improve recruitment & retention
- by attracting employees with similar values to RPC from higher paying firms
 - by retaining existing talent

As a 'people centric' firm, RPC ran an employee survey in March 2006 with the results forming the basis of their reward strategy.

Action

Thomsons Online Benefits implemented a flexible benefits package branded "Pick'n'Mix" with an emphasis on the quality of work/life balance and health and wellbeing. Total Reward Statements were used to increase visibility and maximise employee appreciation. A broad and innovative suite of benefits were put in (including buying and selling of holidays, a ride to work scheme, massages and pilates, cashless café scheme, guitar lessons and a stop smoking scheme).

To maximise engagement an innovative communications scheme was created. At launch jelly beans were placed on each desk along with credit cards containing user names and passwords. RPC also ran a provider fair so employees could speak to both HR representatives and individual benefit providers (such as physiotherapists and pilates instructors).

Result

The communications achieved a threefold increase in awareness of benefits;

- HR have estimated a 50% reduction in administration as a result;
- The system has tracked over 400 instances of 'flex' activity;
- RPC are now attracting the very best of talent from competitors' law firms;
- RPC won "Most effective employee benefits scheme" in the Lawyer HR Awards 2008 which puts them at the leading edge of their sector in terms of benefits.

"Our ability to recruit and retain the very best people is critical. We believe our innovative approach to employee reward and benefits is an essential part of our offering and 'Pick 'n' Mix' supports our unique culture. We believe it also helps to engage our people with 60% citing a strong awareness of their benefits package."

Rachel Wakes

HR Manager, Reynolds Porter Chamberlain LLP



thomsons
ONLINE BENEFITS

Thomsons Online Benefits

Gordon House
10 Greencoat Place
London
SW1P 1PH

T: +44 (0)20 3328 4000
F: +44 (0)845 4588 629
E: contact@thomsons.com

W: thomsons.com



Health and Well-Being

We recognise that your health and well-being is important so take a look at the list of benefits on offer to you, designed to keep you in mint condition!



Full details are on the Pick 'n' Mix site: www.rpcpicknmix.co.uk

Wealth

We want you to keep your finances safe both now and in the years to come. Our Wealth benefits are designed to enhance your bounty so make sure you select the right ones for you.



Full details are on the Pick 'n' Mix site: www.rpcpicknmix.co.uk