4 key steps to successful benefits engagement

For a continuous engagement strategy your approach needs to be segmented, message-driven, multi-channelled and delivered frequently.
Whilst most businesses have a strong focus on creating the right benefits scheme design, they often ignore a fundamental question: do your employees even know these benefits exist?

The first stage of driving engagement and assessing the role of your benefits offerings is to ensure your employees understand exactly what you offer, recognise the value to them as individuals and know how they can easily access their benefits.

So where do you start?
Review your employee data and segment your audience so you can target the most appropriate communication to the right people at the right time.

Know your audience’s demographics, lifestyles and local cultures – think about who you are communicating to and how they would like to receive information.

**Standard segmentation**
- Gender
- Age bands
- Generation bands
- Salary bands
- Length of service bands

**Organisation-specific segmentation**
- Job grades
- Cost centres
- Work patterns
- Location
- Work status (e.g. interns)
2 Develop the messaging

Build a “Pull” versus a “Push” messaging engine. Compelling and relevant information will draw your employees to you; you are marketing your benefits to your employees after all. Think creatively to ensure your messages stand out from other internal communications.

Equip your employees to make informed decisions. Give them the full information they need to drive engagement and show them the value-add benefits can bring.

Provide a clear and compelling call to action. Encourage employees to take the next step after reading your communication.
Choose a blend of channels

Find out what the best communication channels are for your employees. Consider a multi-channel approach for maximum appeal.

If resource is tight, identify which channels are already available to you and use these first.

Make sure you use digital channels, such as email and social media, as part of your mix. They give you immediacy in data collection and you can measure effectiveness and impact by tracking results such as open rates. Along with feedback from employees, this data can be used to hone your approach and help build a business case for a bigger communication budget.
“Little and often communication” usually has the most impact as it makes your message more memorable for employees. It also gives you the opportunity to regularly review your communication to ensure consistency of messaging.

Develop a programme based around themes to help you decide when to communicate with employees. For example, a quarterly campaign could look like this:
To conclude, for a continuous engagement strategy your approach needs to be segmented, message-driven, multi-channelled and delivered frequently.

By taking these simple yet effective steps, communications with your employees can be elevated from a transactional, reactionary approach to transformational, where you can really begin to effect change in your organisation.
Are YOU ready to transform your approach? Talk to us.

Thomsons is a provider of employee benefits and employee engagement software. Our award-winning platform, Darwin™, is the global market leader for automated employee benefits management, connecting employees with their benefits in over 80 countries and 24 languages.

For more information on how you can transform your benefits communications, download our report “Communicating employee benefits: driving the value of reward”

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