

Are **you** listening?

How to create employee advocacy through benefits

Global Employee Benefits
Watch 2018/19 Series

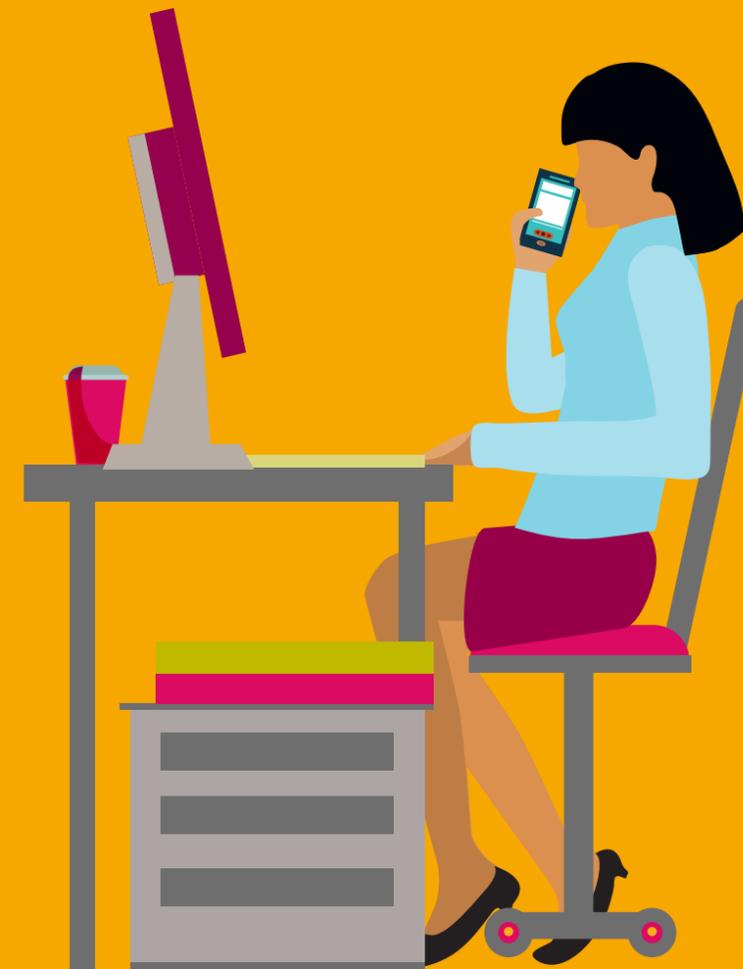
Introduction

84% of employees state that benefits impact their loyalty towards their employer and their positivity at work.

Market-leaders are taking advantage of this, and creating truly individualized benefits and reward programs that ensure they keep hold of their top talent.

So, how do you create employee advocacy through benefits?

In this how-to guide we'll give you some pointers to get you started!



1. Understanding your employees' needs

A one-size fits many approach is no longer enough.

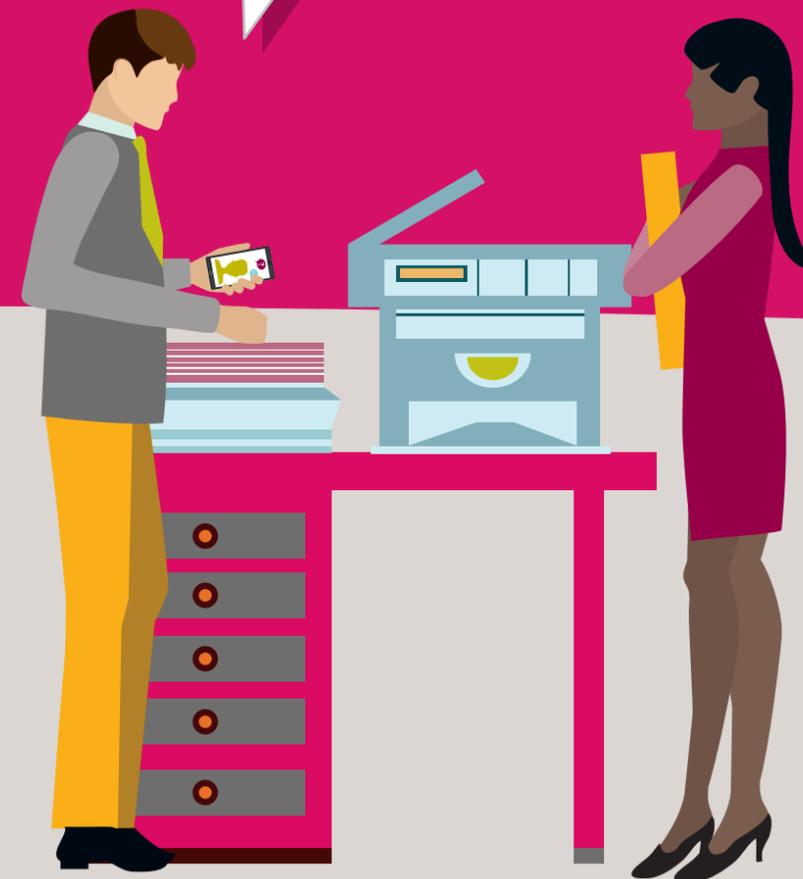
It's time to move away from gender or generational stereotypes to create truly individualized programs, especially as:

- 29% would ask about benefits in their first round interview
- 29% would ask in a final round interview
- And 20% would ask before accepting a job offer
 - and they'd have a big influence on their decision!

So understanding current and prospective employee's expectations of benefits is critical to ensure you are attracting and retaining top talent.

There is more of an expectation for **benefits programs to support individual life goals from younger employees.**

61% of 18 - 25 year olds expect their benefits program to support them on staying fit and healthy compared to **43% of 56 to 65 year olds.**



2. Make the most of technology

Easy access to benefits is increasingly influential in whether their benefits meet employee's needs.

72% of employees who access their benefits in one place on a mobile device or computer are satisfied with this approach, and are engaged with their benefits and their organization as a result.

Providing easy access to benefits that mirrors the way your employees access and manage information in their personal lives secures increased engagement, and employees are more likely to be satisfied with their benefits offering and you as an employer.



3. Hold onto your talent

The time has never been more pressing to make the most of your benefits offering. In fact, 22% of organizations are focusing on optimizing their total reward offering this year.¹

In our recent research, benefits ranked above colleagues, career opportunities and culture when it comes to securing employees' loyalty.

We also found that:



50% of employees state that the benefits they receive affected their decision to work for their employer.



56% assert that their benefits affect future job-seeking decisions.



52% feel that their benefits make them feel valued by their employer.

Conclusion

68% of employees feel valued as a direct result of the benefits they have on offer.

Employees who feel valued are more likely to stay with their employer, recommend them to a friend, and act as an advocate of their organization.

By focusing on individuals, you not only see increased ROI on your benefits spend, but lower turnover with happier, more loyal employees!





Speak to one of our benefits experts to find out more about how to increase employee advocacy!

For more insights from our research, download the latest whitepaper in our **Global Employee Benefits Watch 2018/19** series.

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