



**Benifex**  
A Zellis Company

# Employee benefits: Metrics that matter





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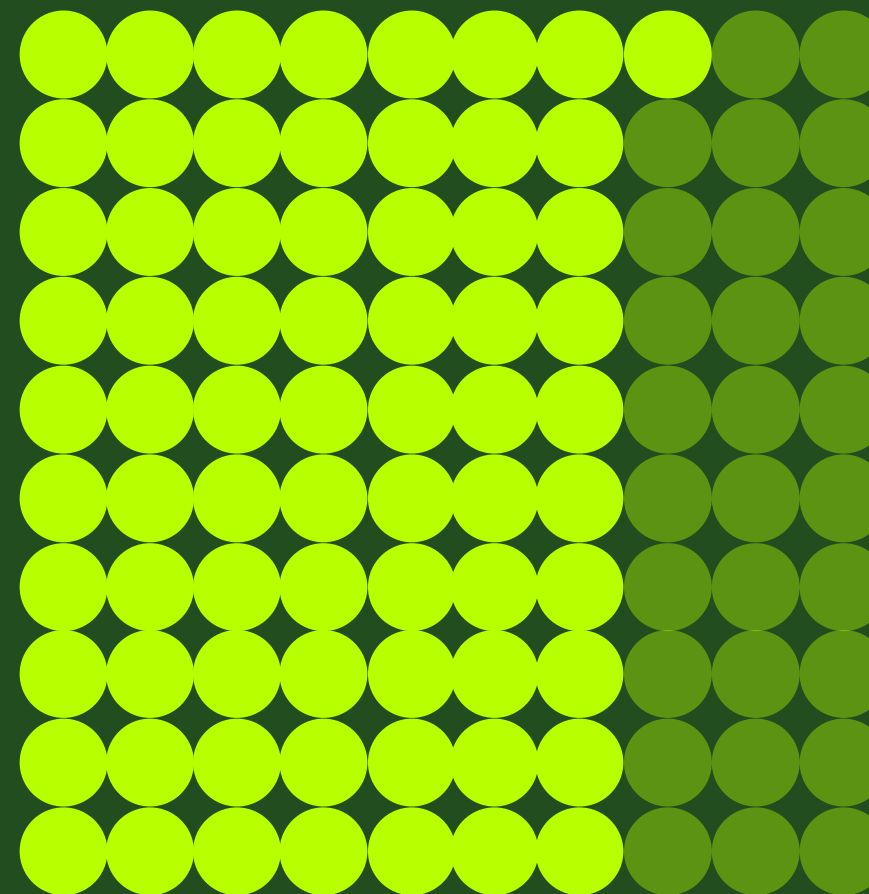
# Benefits are moving the needle on organisational success



Employee experience is more important than ever, as people increasingly expect more of their employers. Employees around the world face huge challenges in their health, wellbeing and financial security, and they're looking to their organisations to provide a level of support that was unimaginable even five years ago.

Benefits have become the primary way for employers to deliver an exceptional experience and hit their key workforce objectives – to build a strong, inclusive culture, to make a tangible difference to employee wellbeing, drive engagement and productivity, and to create a sticky Employee Value Proposition (EVP). It's no surprise then that 71% of global HR and Reward professionals are planning to increase their spending on benefits in the next 12 months.

## INCREASED SPEND ON BENEFITS



# 71%

of global HR and Reward professionals  
are planning to increase their spending  
on benefits in the next 12 months.

The conversation around benefits is no longer about compliance; it's about the value and impact that benefits can have on employees in their day to day lives. The objectives have shifted from simply tactical and cost-based to strategic.

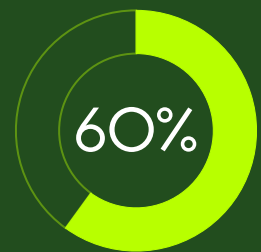
Benefits matter – there's no doubting their impact on individual employees but benefits are also moving the needle on key markers of organisational success. We're talking about productivity, employee loyalty, resilience, growth...

In this report, we answer the question 'what metrics matter?' We bring together Benifex original research, customer stories and expert considerations to show what the right benefits – designed in the right way, and delivered with the right technology – can do to impact organisational success.



## METRICS: BENEFITS LOGINS AND SUBMISSIONS

# 01. Benefits engagement

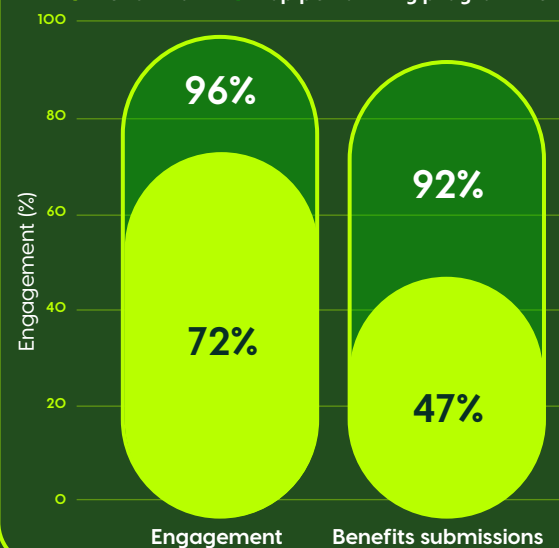


Benefit selections

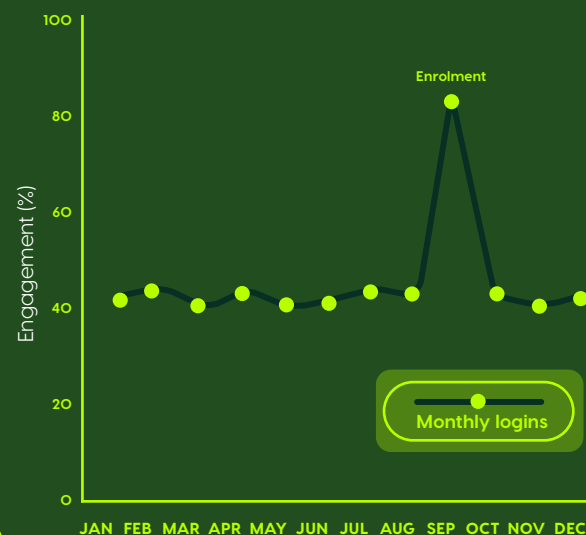


### WHAT LEVEL OF ENGAGEMENT SHOULD YOU SEE WITH BENEFITS TECH IN PLACE?

● Benchmark ● Top performing programme



### ANYTIME ENGAGEMENT



Once you've got a global benefits platform in place, you'll be able to easily track benefits engagement and take-up – without having to spend hours (and even days) crunching the results in spreadsheets. However, simply having a platform in place won't drive the benefits engagement you're hoping for unless employees know about it...

As well as monitoring engagement and take-up during annual enrolment when you're running campaigns to help employees understand the existing and new benefits on offer – and make their selections – keep an eye on engagement throughout the year.

As more employers start consolidating resources on their benefits platforms and using it as a hub for resources, policies, content and communications, anytime engagement will reveal how employees are using their platform. Do they see it as an everyday resource where they can go to get support, or somewhere they just go once a year to make benefits selections? HR and Reward leaders can use this knowledge to iterate their benefits programme and better tailor communications.

Over 1/3 of global employers say their top goal is to show the value of benefits all year, not just at annual selection.

The companies that drive the greatest levels of engagement year-round use a regular schedule of content and campaigns to remind employees what's available and link benefits messages to other initiatives (like wellbeing, sustainability and diversity).

### Top tip

**Reward teams are increasingly looking to communicate how benefits are relevant to employees' individual circumstances and needs, whether that's helping them to rest and achieve better work-life balance, protect their loved ones, or navigate new situations.**

HR and Reward leaders can also use Total Reward Statements (TRS) to show people the full value of everything the business is doing to support them. Crucially, TRS show employees how their full package compares if they're thinking about moving elsewhere – a powerful tool for recruitment and retention.

## Customer success story

# Life's Key Moments: How Baker Hughes took a unique story-telling approach to benefits communications

Baker Hughes collaborated with Benifex to deliver a substantial year-round campaign to Baker Hughes' 5,000 UK employees.

## Baker Hughes

### The objectives:

1  
Reinvigorate the well-established benefits scheme.

2  
Increase engagement with benefits outside of as well as during the annual enrolment window.

3  
Bring benefits to life for employees.

### The strategy:

Life's Key Moments employed a storytelling approach to summarise the Baker Hughes UK benefit offering to employees in a way that's easy to understand and accessible to employees and their families, by focusing on everyday scenarios. The team brought three topics to life with a range of scenarios and personas that make benefits more relatable to key moments in employees' lives:



Changes in living situation  
(*persona example: 'I'm moving house'*)

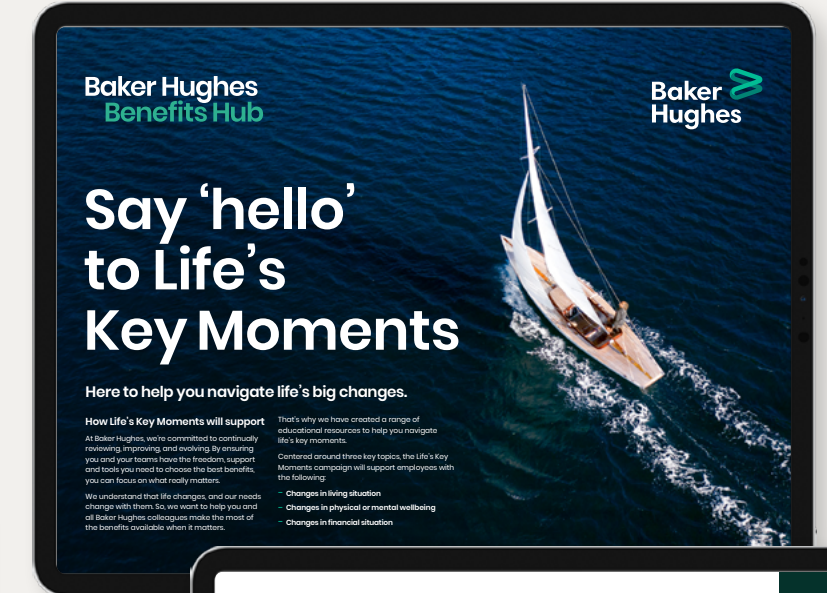


Changes in physical or mental wellbeing  
(*persona example: 'I want to ensure I'm supported in case I fall ill'*)



Changes in financial situation  
(*persona example: 'I want to invest for my future or plan for retirement'*)

These were communicated in three stages – and across multiple print and digital channels.



### Campaign features

#### Content Page

A key feature of the campaign will be the Life's Key Moments page. Accessible via the tile on the Baker Hughes Benefits Hub homepage, this will be available for employees to explore from 26 May.

The Life's Key Moments page allows employees to explore a range of scenarios that fall within each of the topic areas that could be relevant to their circumstances. Each scenario will signpost employees to the benefits they should consider reviewing for each of these key moments in life.

For example, if an employee were moving house they would:

1. Open Benefits Hub, click on the Life's Key Moments tile on the homepage
2. Select the 'I'm moving house' tile under the 'Changes in living situation' section on the page
3. A pop-up window will then prompt employees to consider a range of anytime benefit choices, along with benefits that are specific to the annual enrolment window or life event window, that would support them in that key moment. They would then select the benefits they would like to use (depending on their circumstances, this would be during a life event window, anytime in the year or during the next annual enrolment)



#### Supporting Materials

In the lead-up to the next enrolment window, to build employees' understanding of how this campaign can help them make the most of the benefits available, your teams will receive the following at each stage of the campaign: a letter, a booklet, and a summary email. Delivered across May, August and October, these three sets of materials will focus on the above topics respectively.

How your team should use the materials: Within each stage of the campaign, the supporting resources will detail how Benefits Hub can support with a range of scenarios, directing them to the Life's Key Moments page for full information. These materials are designed to support your teams in making the most of the benefits available to them. They will also encourage your teams to take the benefits conversation home, ensuring their home environments and any considerations for loved ones influence their benefit choices.

### How we would like you to support

We don't expect you to be a benefits expert, but with the support of the guide you can:

- Inform your team of the Life's Key Moments and what's coming up
- Highlight to them the purpose of Life's Key Moments, helping them to build the perfect benefits package
- Use Life's Key Moments to consider how Benefits Hub can support you in your own life too

At Baker Hughes we're in this together to make a meaningful impact, and we want to make sure you've got all the information you need at your fingertips to help you support your team. Please use the guide to help familiarise yourself with the campaign, so that when the time comes you can signpost employees to the right place.



Highly Commended 2024



**Life's Key Moments will support** At Hughes, we're committed to continually improving and evolving. By ensuring your teams have the freedom, support and tools you need to choose the best benefits, we focus on what really matters.

Understand that life changes, and our needs go with them. So, we want to help you and your Hughes colleagues make the most of the benefits available when it matters.

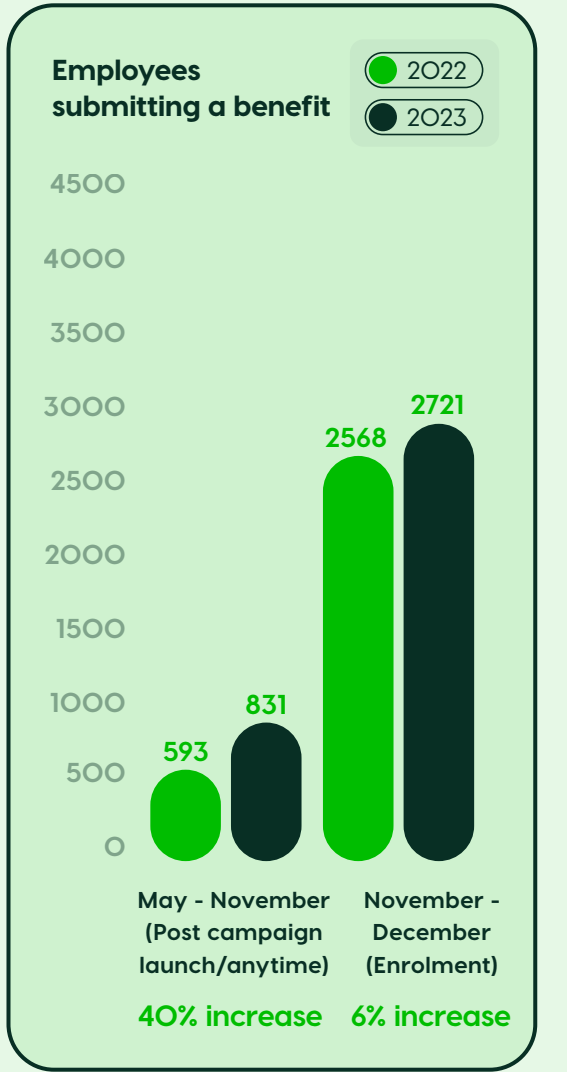
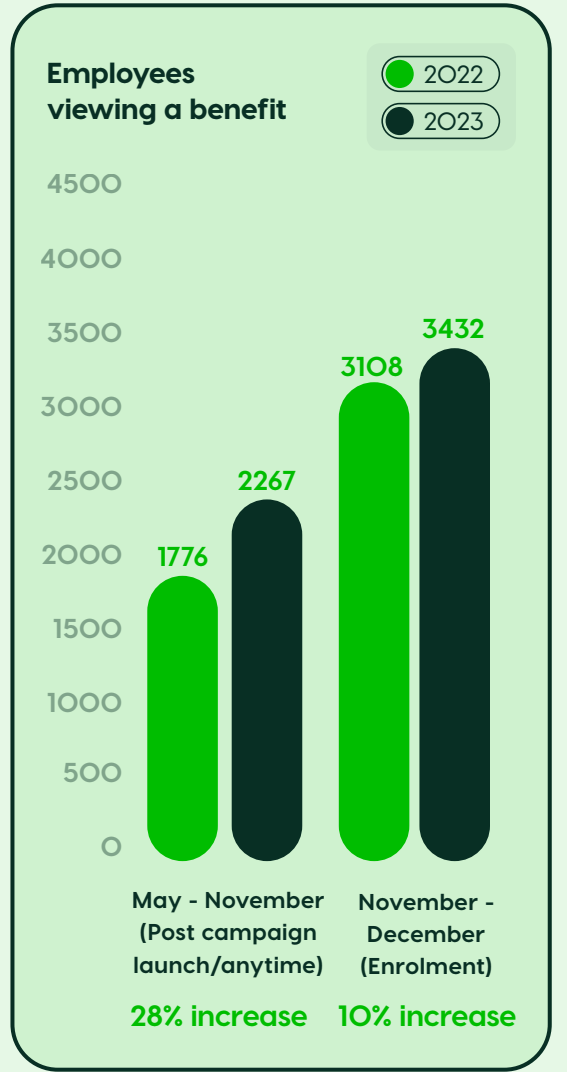
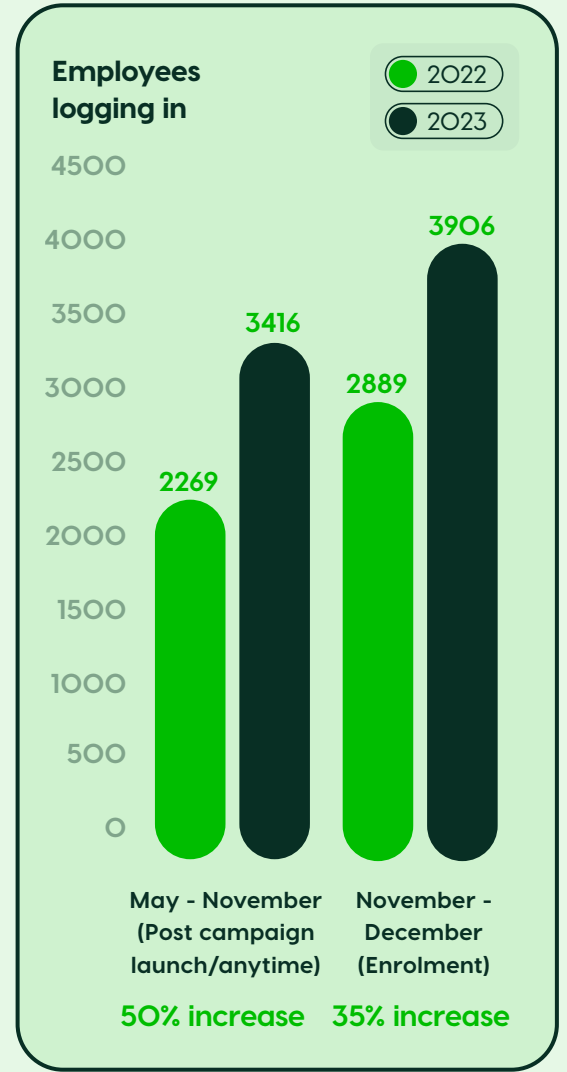
That's why we have created a range of educational resources to help you navigate life's key moments.

Centered around three key topics, the Life's Key Moments campaign will support employees with the following:

- Changes in living situation
- Changes in physical or mental wellbeing
- Changes in financial situation

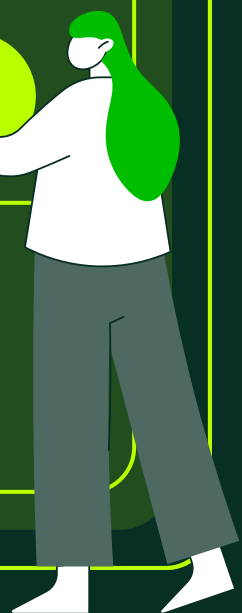
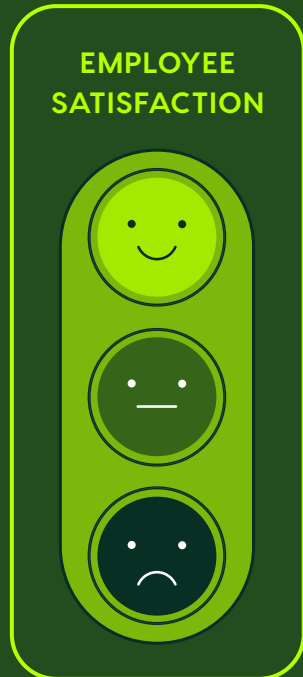
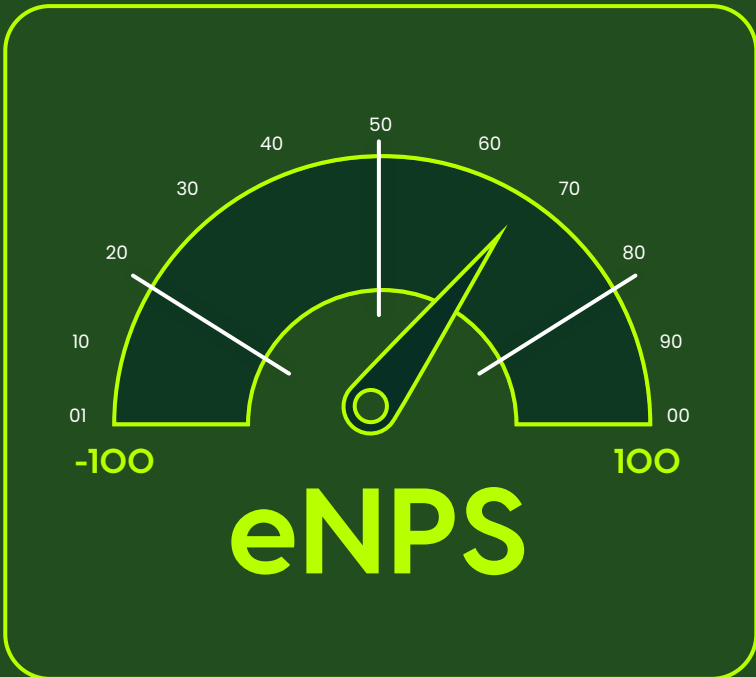


# The results



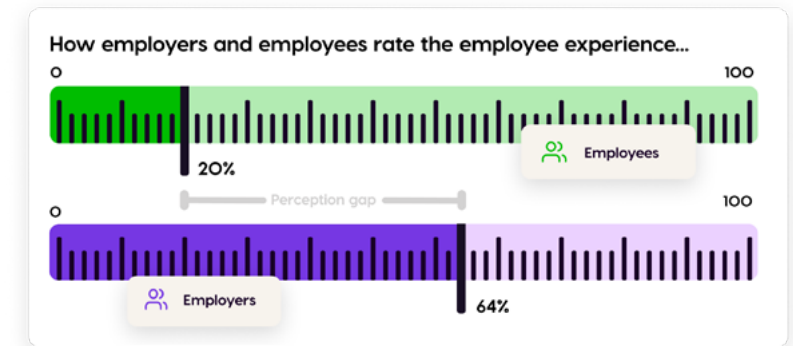
**METRIC: eNPS OR EMPLOYEE SATISFACTION**

# 02. Employee satisfaction



Of course, it's not just benefits that influence overall eNPS. But are you using your eNPS survey to understand what your employees think of your benefits now? And how are you trying to move the dial?

Our research reveals a significant perception gap between what employers think of the employee experience – and what their people think. 64% of global employers rate their employee experience as 'excellent' but only 20% of employees agree.



This underscores the importance of surveying employees regularly to understand what they want from benefits, and what they think of your current offering. And as well as offering benefits that align with employee needs, the technology you use to deliver them has a crucial role to play in what they think of your programme.

If the experience feels clunky, outdated and hard to navigate, employees are far less likely to appreciate the benefits themselves.

But global employees don't think much of the systems they use at work. Only 18% of employees rate the tech they use to access employee benefits as excellent, and 61% of employees say the technology they use at work lags behind the technology they use at home. Indeed, workplace tech is the only technology that employees don't choose for themselves... So, employers that want to drive standout engagement should look to emulate the hyper-personalised, curated and seamless experiences that people are used to receiving from the likes of Amazon, Netflix and Spotify.



## Customer success story

# How London Gatwick transformed employee sentiment with a reward and benefits programme aligned to their business strategy

The pandemic significantly impacted London Gatwick, with 80% of employees furloughed and some voluntary redundancies.



## The objectives:

1 Engage their people with a reward strategy that would attract, retain and motivate the best people to deliver for customers.

2 Rebuild and grow – developing their bench strength to have multiple successors for each role.

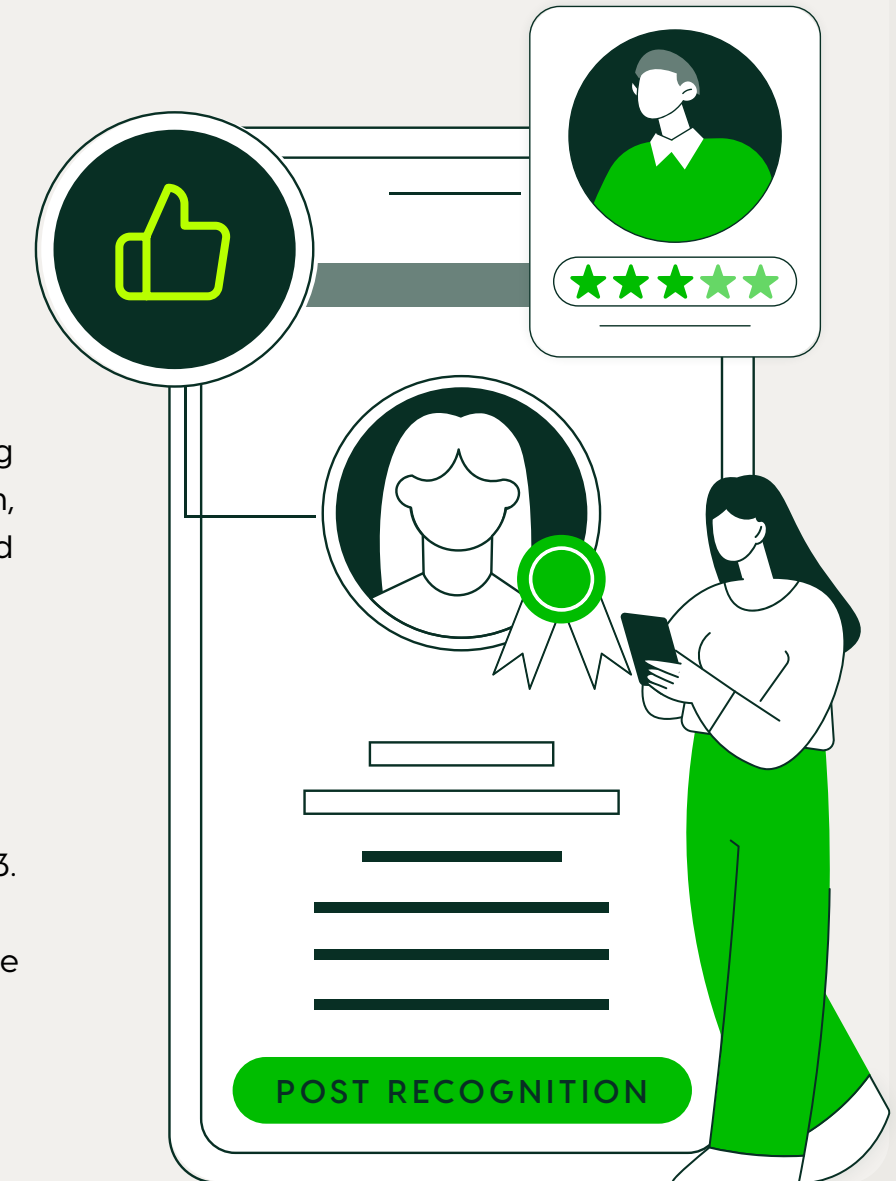
3 Modernise their EVP and total reward strategy, and ensure it was inclusive and fair.

## The strategy:

Gatwick's new reward strategy needed to encompass all elements of reward and recognition, including global pay grading, flexible benefits, digital recognition and beyond – to help them become a competitive employer.

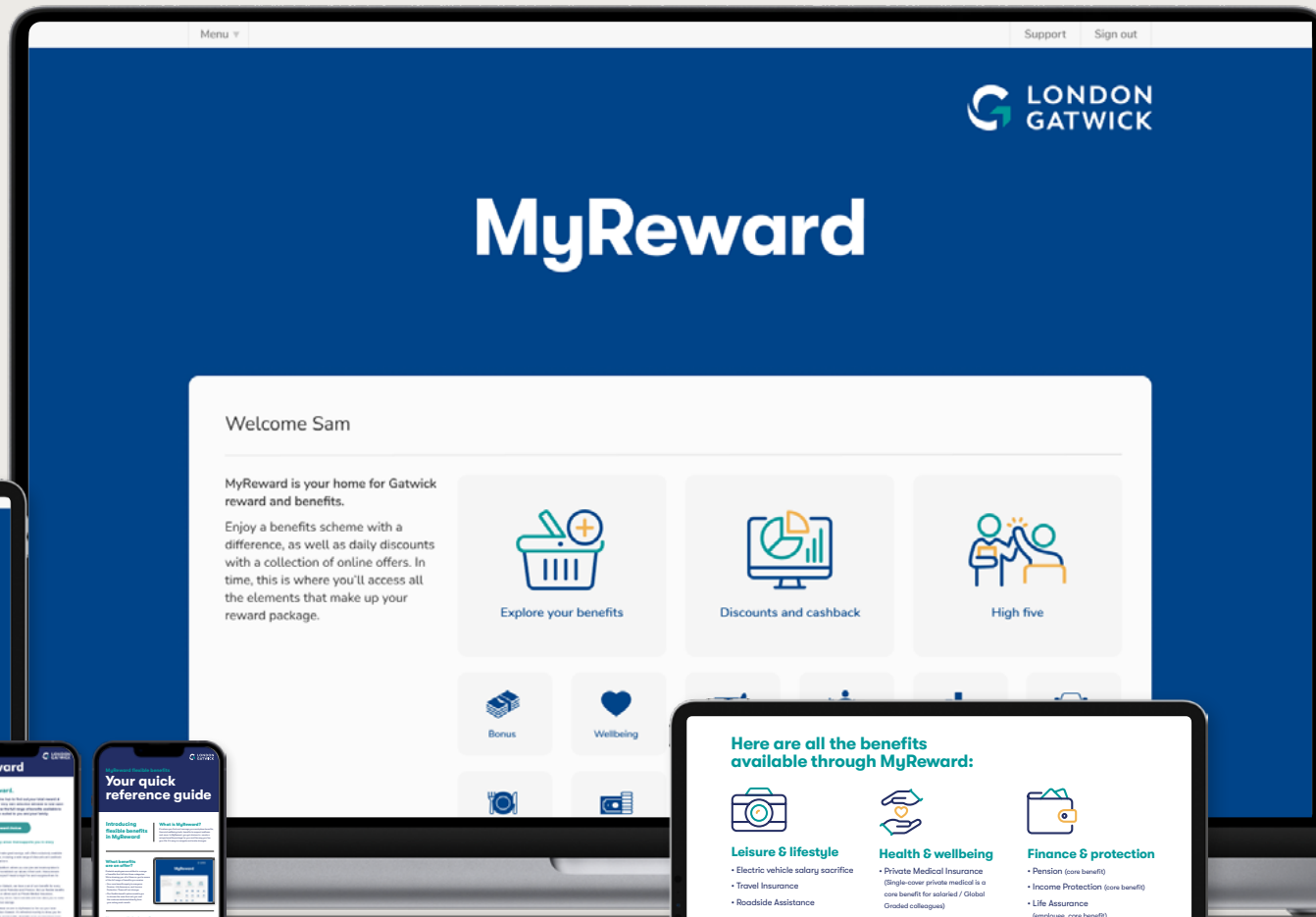
Employees previously didn't appreciate their total reward package, so Gatwick needed a way to bring all elements of reward together in one digital system, making it easy for employees to access, engage and see the value of everything on offer.

Gatwick partnered with Benifex to implement OneHub – launching Discounts in July 2022, Recognition ('High Five') in October 2022, Global Grading and Flexible Benefits ('MyReward') in April 2023, and Total Reward Statements in October 2023. They also introduced new benefits. On top of their five strong core benefits, employees can now choose from 11 new flexible benefits that suit their lifestyles, needs and preferences – and are aligned with Gatwick's wellbeing and sustainability goals.





Winner 2024

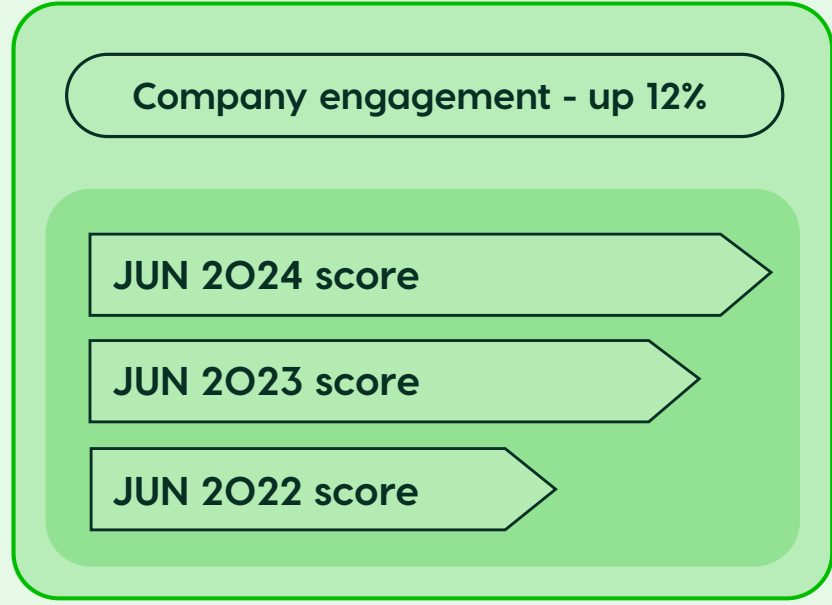
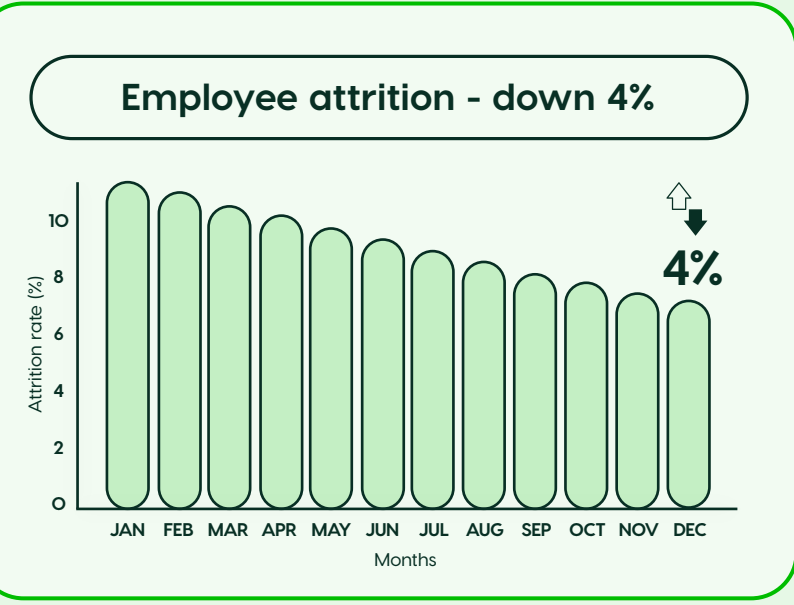


**Here are all the benefits available through MyReward:**

<p><b>Leisure &amp; lifestyle</b></p> <ul style="list-style-type: none"> <li>• Electric vehicle salary sacrifice</li> <li>• Travel Insurance</li> <li>• Roadside Assistance</li> </ul>	<p><b>Health &amp; wellbeing</b></p> <ul style="list-style-type: none"> <li>• Private Medical Insurance (Single cover private medical is a core benefit for salaried / Global Graded colleagues)</li> <li>• Menopause Support</li> <li>• Healthcare Cash Plan</li> <li>• Health Screening (employee and partner)</li> <li>• Dental Insurance</li> <li>• Cycle to work</li> </ul>	<p><b>Finance &amp; protection</b></p> <ul style="list-style-type: none"> <li>• Pension (core benefit)</li> <li>• Income Protection (core benefit)</li> <li>• Life Assurance (employee and partner)</li> <li>• Life Assurance (partner)</li> <li>• Critical Illness Insurance (employee and partner)</li> </ul>
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When can I make changes? What else is available through MyReward?

## The results



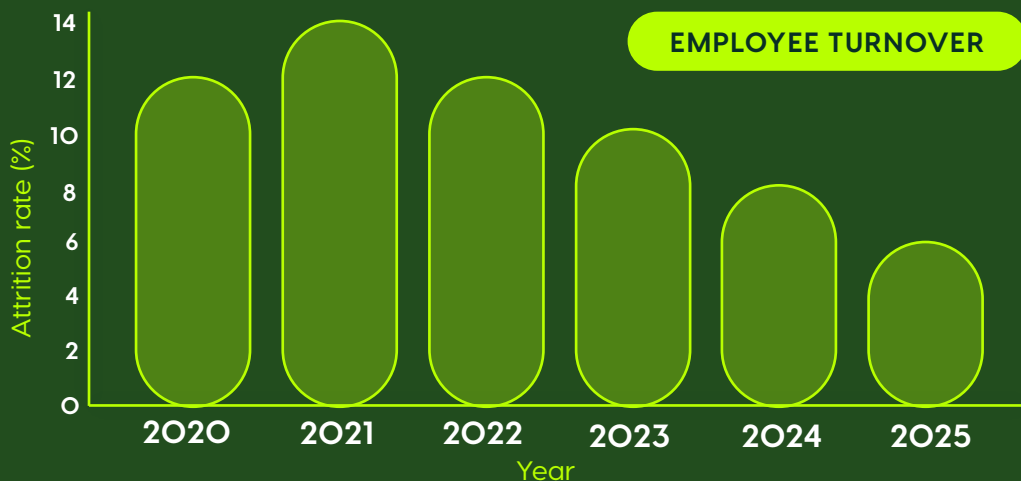


METRIC: EMPLOYEE TURNOVER

# 03. Employee loyalty

Global employers say the #1 reason for offering benefits is to retain existing employees and build loyalty.

#1



**ENGAGEMENT BOARD**

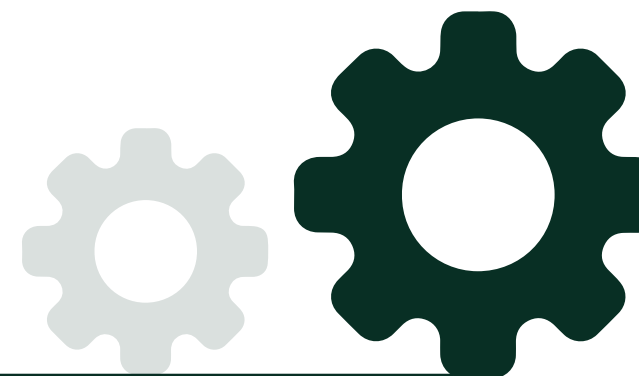
- REWARD & RECOGNITION
- LENGTH OF SERVICE
- EMPLOYEE SATISFACTION
- EMPLOYEE REFERRALS
- HEALTH & WELLBEING
- NEW ROLES / PROMOTIONS

Using benefits to communicate your culture is a powerful way to attract, engage and retain the very best people and help them thrive. That's because benefits directly impact how valued, appreciated and supported employees feel.

And although there are myriad factors that influence employee loyalty – workload, workplace culture and economic factors to name a few – the impact of employee benefits on how employees feel about your organisation shouldn't be underestimated.

Are you correlating the success of your benefits programme with employee loyalty?

Bringing together metrics around benefits engagement, overall employee engagement and employee retention on your reporting dashboard will help you to communicate the strategic value of benefits with stakeholders.



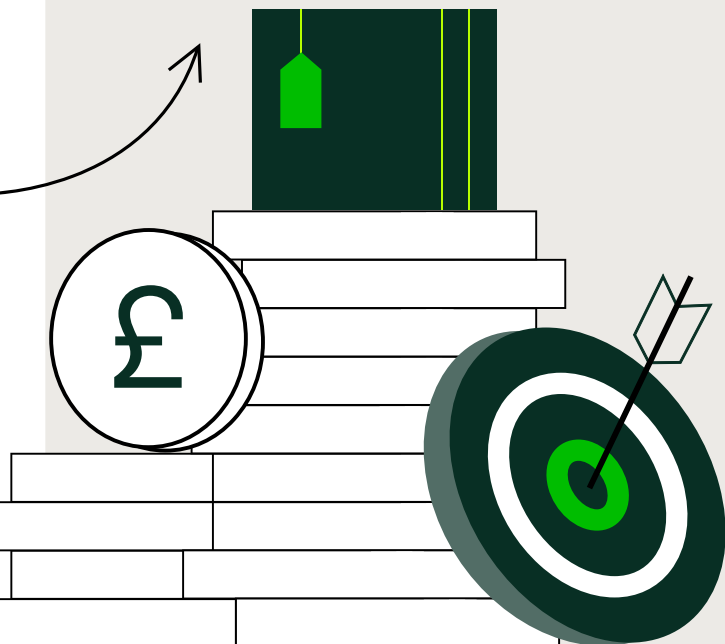
## Top tip

Some organisations are using employee advocates or 'influencers' to champion benefits programmes and raise awareness among colleagues. This is a powerful way to get employees excited about benefits and further foster employee loyalty.



## Customer success story

# How iPSL built employee loyalty and improved benefits equity with a Flex fund



iPSL

## The objectives:

1  
Improve engagement with iPSL's extensive benefits offering – many employees who logged onto the platform didn't submit benefits.

2  
Ensure the benefits scheme is truly flexible and inclusive. Employee surveys and focus groups revealed that colleagues liked the voluntary benefits, but financial barriers prevented uptake among lower-income employees; just 19% selected benefits compared to 40%-80% in higher paid roles.

## The strategy:

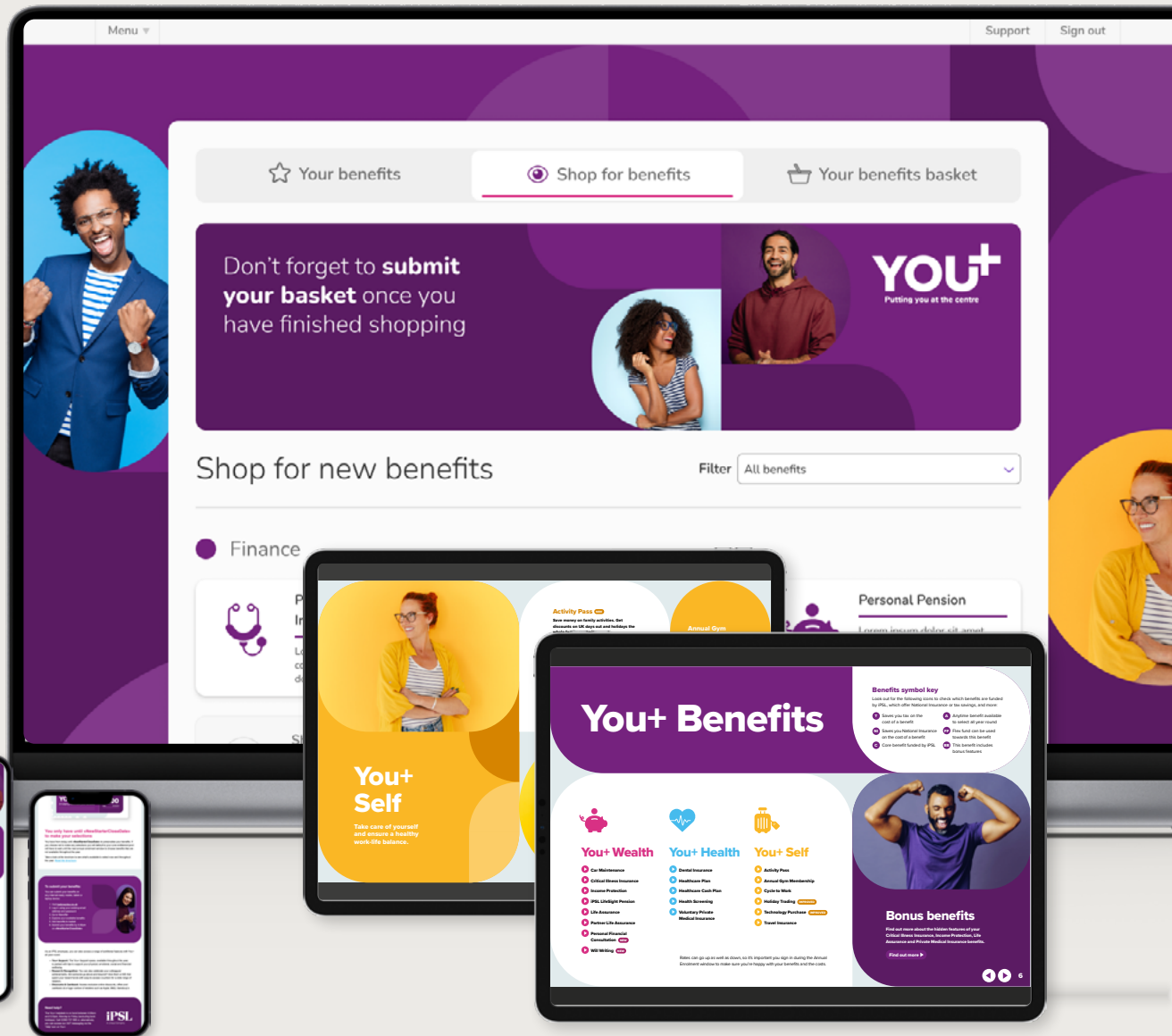
During employee consultations, iPSL discovered its death-in-service benefit wasn't well known by colleagues yet was costly for the company to provide. So, they decided to amend the level of the core benefit, reallocating funds to a new Flex fund of £300 per employee that can be used towards any voluntary benefits (excluding pensions).

iPSL also rebranded the Choices benefits platform to YOU+, emphasising a colleague-centric approach, and initiated a year-round communications campaign to introduce the new platform and Flex fund.





Winner 2024



## The results

A huge increase in benefits engagement and take-up

2022

2023

Benefit selections amongst lower paid employees

72%

96%

Employees selecting a benefit

35%

92%

Employees logging into the platform

19%

92%

Percentage (%)

4% DECREASE IN ATTRITION.

24% increase in Employer NI savings.



# 04. Pull Factor



Good afternoon!

OPEN ROLES

45%

increase in the number of people applying for a role.

NUMBER OF APPLICANTS

EMPLOYEES PROGRESSING

NEW HIRES

75%

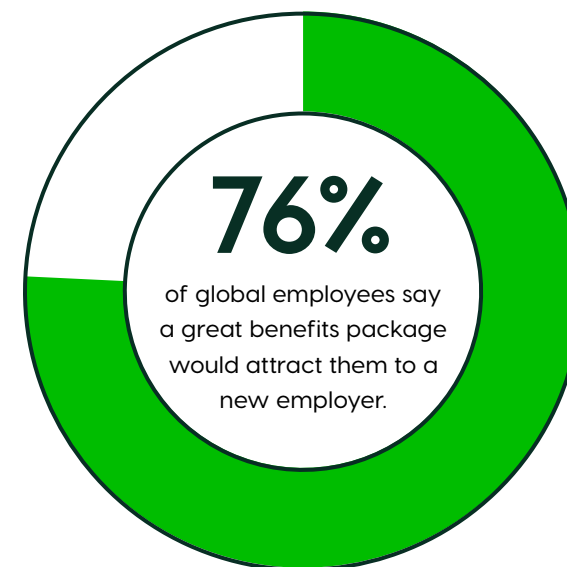
of employees say their benefits package played a key role in their decision to join the company.

Monday

SAT	SUN	MON	TUE	WED	THU	FRI
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

3 candidate interviews

It's clear how important benefits are for employees deciding whether to stay with an employer; but for people choosing a new employer, they are even more critical. There's been a generational shift in what people now expect from their employers, and it's created a new benchmark for candidate expectations of the EVP.



In fact, 76% of global employees say a great benefits package would attract them to a new employer (this jumps to 84% for potential candidates in sought-after technology roles). Employees are now actively seeking out those organisations with great benefit packages that support their wellbeing.

## Top tip

The most successful companies are communicating the value of benefits throughout the employee lifecycle, starting with their hiring process. Pre-hire microsites are growing in popularity and provide a seamless, more personalised experience for employees entering the business. And some employers are even using a version of TRS that can be shared with prospective employees; a great way to highlight the full package you're offering.



# How Dojo used flexible benefits to elevate their EVP and support recruitment

Whilst Dojo was growing rapidly, one part of the business had been left behind – employee benefits. Dojo has what it takes to thrive in an extremely competitive marketplace, but to keep talent and attract the best people, it needed to up its game and implement a new benefits strategy for all employees.

## The objectives:

**1** Overhaul reward and benefits to stand out in a competitive marketplace.

**2** Review the existing offering, which didn't take long... It consisted of just four basic benefits.

**3** Undertake a consultation with Dojo employees to understand what they wanted from benefits.

**4** Make benefits easy to access and understand. The process was disjointed, with information spread across different locations including emails and the intranet.

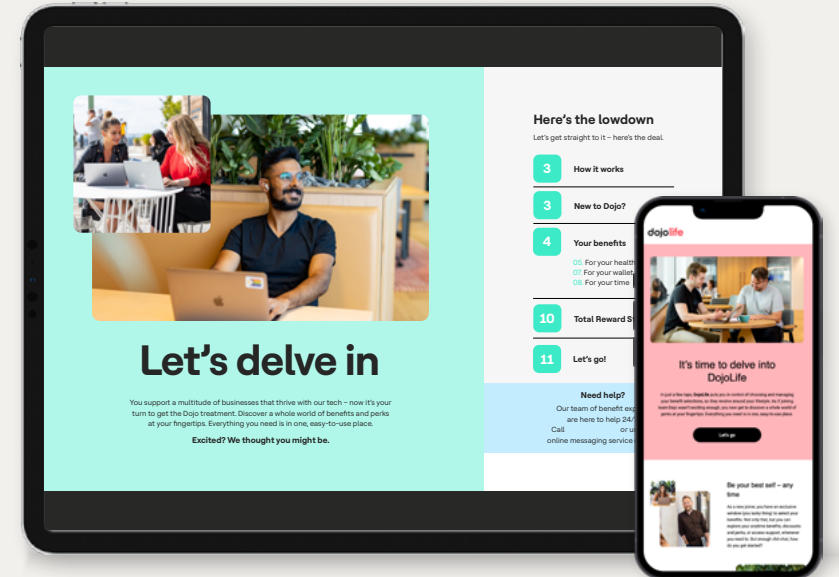
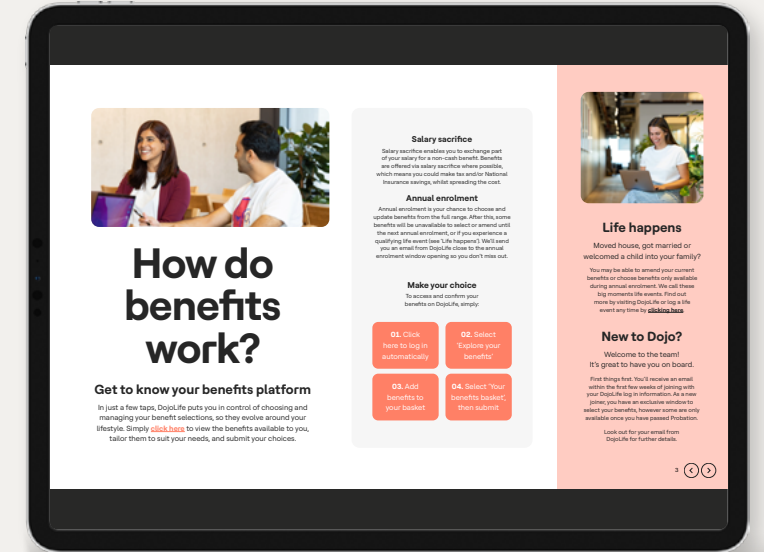
## The strategy:

Armed with the findings, the strategy to overcome the challenge was to introduce a brand-new set of benefits, and to host them, with the existing offering, on a single platform – OneHub (named DojoLife), making them easy to view and access.

Taking employee feedback into account, Dojo introduced 17 new benefits and enhanced two existing ones, totaling 21 benefits.

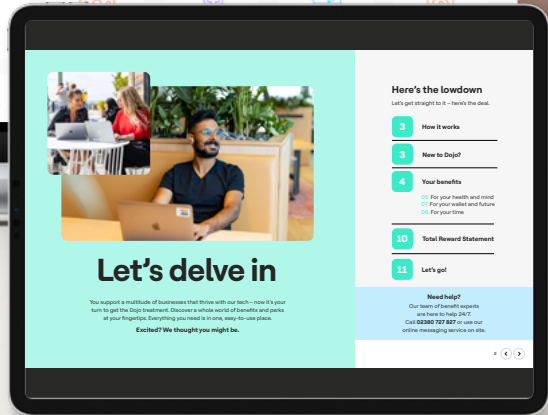
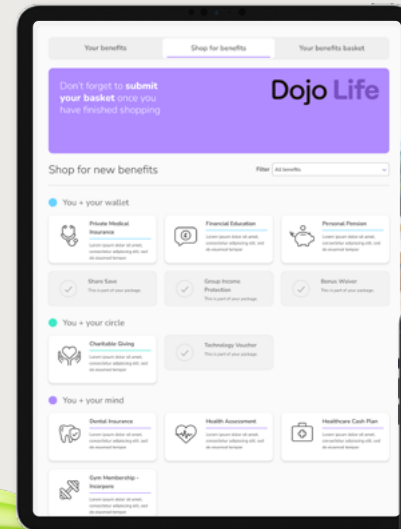
A host of materials were developed, reflecting Dojo's colourful brand. Central to these materials was an engaging employee benefits brochure, explaining all benefits on offer, and how to access these through the new DojoLife platform.

The benefits platform was also essential in driving engagement. OneHub is a super-modern benefits platform and offered an excellent user experience – especially important at a company where employees work with technology every day and have high expectations.





Highly Commended 2023



## The results

**75%**  
EMPLOYEE ENGAGEMENT

**75%** of employees engaged with the platform.

**40%**

**40%** of employees went on to select a total of 550 benefits (their core offering is also strong).

**74%** of employees said they've recommended working at Dojo to others, showing high engagement in the business.

**9%**

**INCREASE IN EMPLOYEE ENGAGEMENT**

**9%** increase in positive responses around benefits in Dojo's annual employee engagement survey.

**43%**

**NEW EMPLOYEES JOINING DOJO**

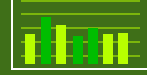
**43%** of new employees said the benefits package played a key role in their decision to join Dojo.

# 05. Growth

Projected headcount growth



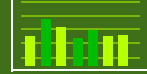
Region 1



Region 2



Region 3



Region 4



REIGON 1



REIGON 2



REIGON 3



REIGON 4

ANYTIME ENGAGEMENT

Does your benefits strategy and technology support your global growth targets? For organisations that are expanding into new regions, having a global minimum standard for benefits is often high on the agenda. Global Reward leaders look at how they can take those minimum standards into each country – balancing the need to deliver a consistent experience globally with the need to tailor the strategy to local requirements, cultures and needs.

To attract the best talent and drive strong recruitment in each region, you'll need to understand how your offering stacks up against the competition. Do you know if your offering is standard or in the top quartile? And if your offering is more comprehensive than competitors', are you communicating that with prospective employees?

## Top tip

If you're implementing new benefits or rolling out a new global platform, ensure you track the impact for each region – not only how engagement and take-up increases, but how employee engagement, acquisition and retention improves, as well as the benefits for local teams so you can demonstrate ROI.

A global benefits expert can help you audit and benchmark your offering – as well as understand the local benefits landscape. For example, this is what your benchmarking analysis might look like in India, Singapore or The Netherlands:





## Typical benefits in India

Typical benefits	Employee funded	Employer funded	Prevalence
Provider fund	✓	✓	75%
Medical insurance	✓	✓	75%
Life insurance		✓	75%
Personal accident		✓	75%
Lunch/Meal allowance		✓	75%
EAP		✓	50-74%
Wellbeing allowance		✓	50-74%
Travel/Commuter allowance		✓	25-49%
Health assessments		✓	25-49%
Voluntary life insurance	✓		25-49%
Supplementary pension plan	✓		25-49%
Car leasing (often grade dependent)	✓		25-49%

**Competition** 

With growing competition for talent, there's increased demand for a competitive benefits package and flexible options.

**Health insurance** 

This is a valued benefit. Employers typically provide base cover with the option for employees to upgrade and add dependents at their expense.

**Flex allowances** 

These can typically be spent on supplemental health insurance options, life insurance, and pensions. Unspent amounts are transferred into a wellbeing allowance.

**Wellbeing allowances** 

Increasing in prevalence, used for leisure-based activities and health and physical pursuits.

**Above market offerings** 

Companies that have voluntary life insurance or personal accident and supplementary pension plans, where employees can spend their benefits allowances.



## Typical benefits in Singapore

Typical benefits	Employee funded	Employer funded	Prevalence
Central provident fund	✓	✓	75%
Health insurance	✓	✓	75%
Dental	✓	✓	75%
Life insurance		✓	75%
Disability/Accident		✓	75%
EAP		✓	75%
Critical illness	✓	✓	0-24%
Wellbeing allowance		✓	50-74%
Health assessments		✓	25-49%
Meal vouchers		✓	75%
Travel/Commuter allowance		✓	75%
Holiday buy	✓		50-74%

**Competition** 


Singapore has a competitive talent market with 64% of employees in Singapore saying they are open to new opportunities. Benefits are therefore crucial.

**Health insurance** 


Employees expect this with the option to add extra cover such as dental and dependants at their expense.

**Allowances** 

Flexible spending accounts are very common and can be used for wellbeing benefits with money allocated by the employer for employees to spend on health or wellbeing related activities or costs.

**Flex funds** 

An increasing number of companies are offering a flex allocation that employees can spend on increasing health insurance cover, adding dependants or choosing benefits relevant to them.

**Flexibility** 

Singapore based employees are looking for more choice and flexibility in their benefits provision. We are seeing an increasing use of benefits allowances.



## Typical benefits in the Netherlands

Typical benefits	Employee funded	Employer funded	Prevalence
Pension	✓	✓	75%
Medical insurance	✓	✓	75%
Dental insurance	✓	✓	75%
Accident and disability		✓	75%
Vision benefit		✓	75%
EAP		✓	75%
Travel/Commuter allowance		✓	75%
Partner life & accident	✓		50-74%
Bicycle benefit	✓	✓	25-49%
Health & fitness reimbursement (wellbeing benefit)		✓	25-49%
Holiday buy	✓		0-24%



### Competition

To remain competitive in a globalised workforce, Dutch employers are increasingly adopting flexible and comprehensive benefits packages tailored to meet employee needs.



### Health insurance

Employers often provide health insurance reimbursements or supplementary private health insurance to cover services beyond the basic package, such as dental care and physiotherapy.



### Allowances

Allowances are common in the Netherlands. Typically allowances are tied to specific purposes, such as commuting, home office setups, or meals. Wellbeing allowances are increasingly common in the Netherlands. Many allowances in the Netherlands are tax-advantaged.



### Flex funds

Flex funds are increasingly common in the Netherlands. Employees can use flex funds for a variety of purposes, such as:

- Purchasing extra vacation days.
- Contributing to a pension or savings plan.
- Paying for health and wellbeing programmes.

## Key highlight

Offering a comprehensive and localised benefits package is essential for fostering employee engagement and loyalty in the Netherlands. Employers in the Netherlands prioritise comprehensive benefits packages to attract and retain top talent, with a strong emphasis on financial security, health, and work-life balance.



## How Ciena used global benefits tech to support global operations and growth

### The objectives:

1

Create a modern and consistent user experience globally: despite being a leading global software and networking systems organisation, Ciena relied on outdated tech, spreadsheets and manual processes to administer benefits across 35 countries.

2

Reduce manual administration for the benefits team; this was taking up days of their time each month.

3

Make it easier to onboard new employees – previously many were waiting weeks to access benefits and the approach was disjointed.

### The strategy:

Working with Benifex, they created Circuit – an automated self-service portal that removes manual processes and delivers a better employee experience for Ciena’s tech-savvy employees.

The platform offers a smooth, modern and consistent experience across all regions with a single global look and feel. With employees at Ciena often moving to different countries to work, Ciena wanted a consistent look and feel. This meant if someone was working in the UK and moved to India, the benefits platform would still be familiar.



Ciena successfully streamlined their benefits process, transforming the employee experience. Prior to Circuit, employees and HR would struggle to find information internally. Now, it’s created a modern, self-service environment, leading to a significant saving in reporting of at least five hours/month. With all the reporting in Circuit, there’s no risk of human error, improving integrity/security of the data – and providers and brokers receive timely reports.





Bronze Award Winner 2024



## The results

75%

75% of employees engaged with benefits at UK annual enrolment.

70hrs PER YEAR

70 hours per year saved just from removing the manual UK annual enrolment reporting.

79%

79% of employees logged in at launch of Circuit in Spain – the platform has been a global success.

90% drop in enquiries to the Ciena benefits team – from 10% of employees to just 1%.

94% of UK employees shared positive feedback regarding the tool's navigation, and 94% shared positive feedback about the information within the tool.

METRIC: ABSENTEEISM RATES AND EMPLOYEE OUTPUT

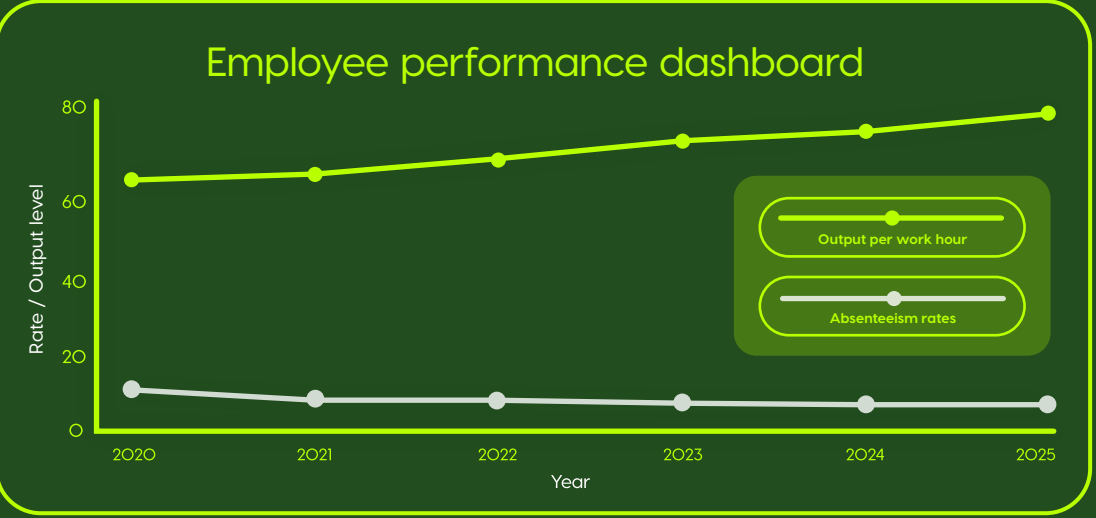
# 06. Productivity

**ABSENTEEISM**

- 🕒 Time lost due to absenteeism
- 📅 Days off or missed work
- 🏠 Sickness (short and long term)
- ⚠️ Impact on absenteeism

**OUTPUT**

- 📈 Increase in productivity
- 📊 Growth in output
- 👤 Employee performance



0 1 2 3 4 5 6 7 8 9 10

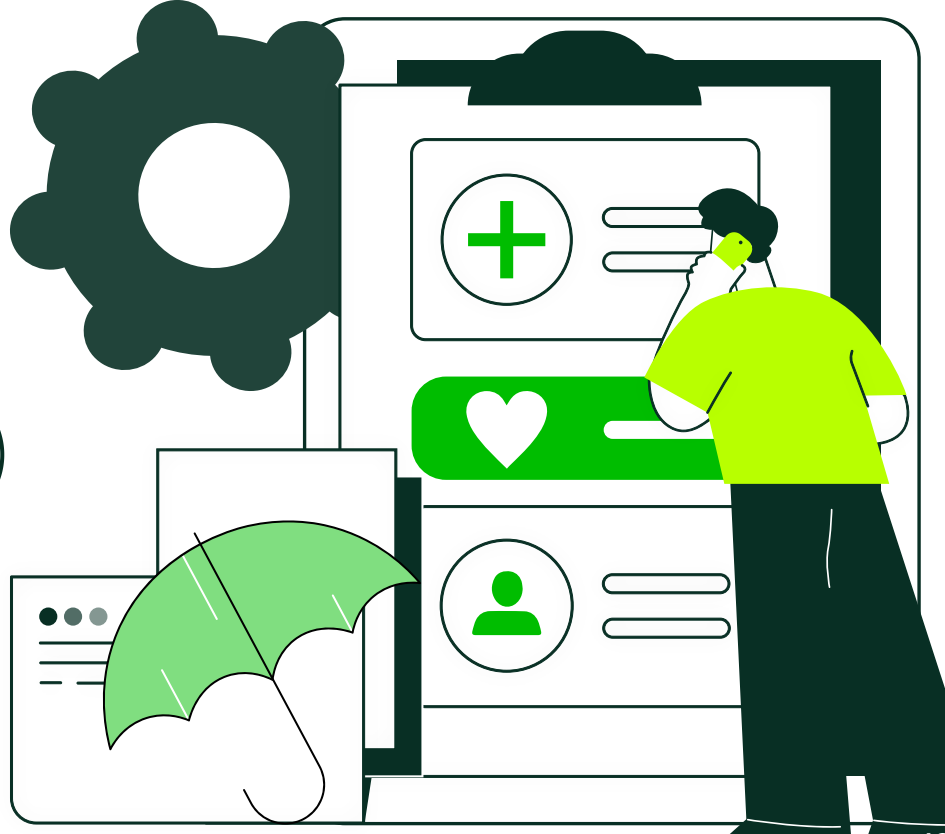
Benefits are a tangible way of improving employee wellbeing – especially during crisis situations like covid-19 or the cost-of-living crisis – and boosting job satisfaction, employee engagement, and productivity. Indeed, in our [research report](#), HR and Reward leaders reported their top goal for employee benefits is to improve productivity and profitability (this was rated top alongside building loyalty).

Benefits like private medical or health cash plans can be vital in reducing employee absence and sickness, and wellbeing-related benefits and resources can also help prevent employees from reaching a crisis point. Employees themselves point to the importance of benefits that support their wellbeing – 92% of employees say it’s important their benefits support their mental health and emotional wellbeing.

**92%** of employees say it’s important their benefits support their mental health and emotional wellbeing.

It should almost go without saying that healthy and happy employees are the foundation of sustainable, resilient and high performance organisations. But there’s also plenty of data to back this up.

A 2024 study [concludes](#) that “employee benefit schemes have significant influence on job performance and satisfaction.” Similarly, [case studies](#) in Finland reinstate the fact that employee benefits are critical for maintaining a motivated workforce. And in South Korea, a five-year [study](#) found that just a one unit increase in employee benefits leads to an 8% increase in employee productivity.





## How Bupa transformed employee healthcare and wellbeing benefits, strengthening their business.

### The objectives:

Before 2022, only 35% of employees had access to a full portfolio of healthcare benefits, while a further 30% had minimal or decentralised options. Bupa wanted to:

1

Ensure all employees had access to essential healthcare and support, reflecting their mission of helping people live longer, healthier and happier lives.

2

Engage and support care-home workers to reduce reliance on agency staff and improve employee retention.

3

Simplify and centralise the benefits system, making it easier for employees to understand and access their options.

### The strategy:

Bupa partnered with Benifex in 2023 to launch OneHub, branded internally as 'Viva Benefits.' OneHub centralises all healthcare and wellbeing benefits, consolidates data across 21,022 global employees, and simplifies complex eligibility requirements, delivering a modern and inclusive experience.

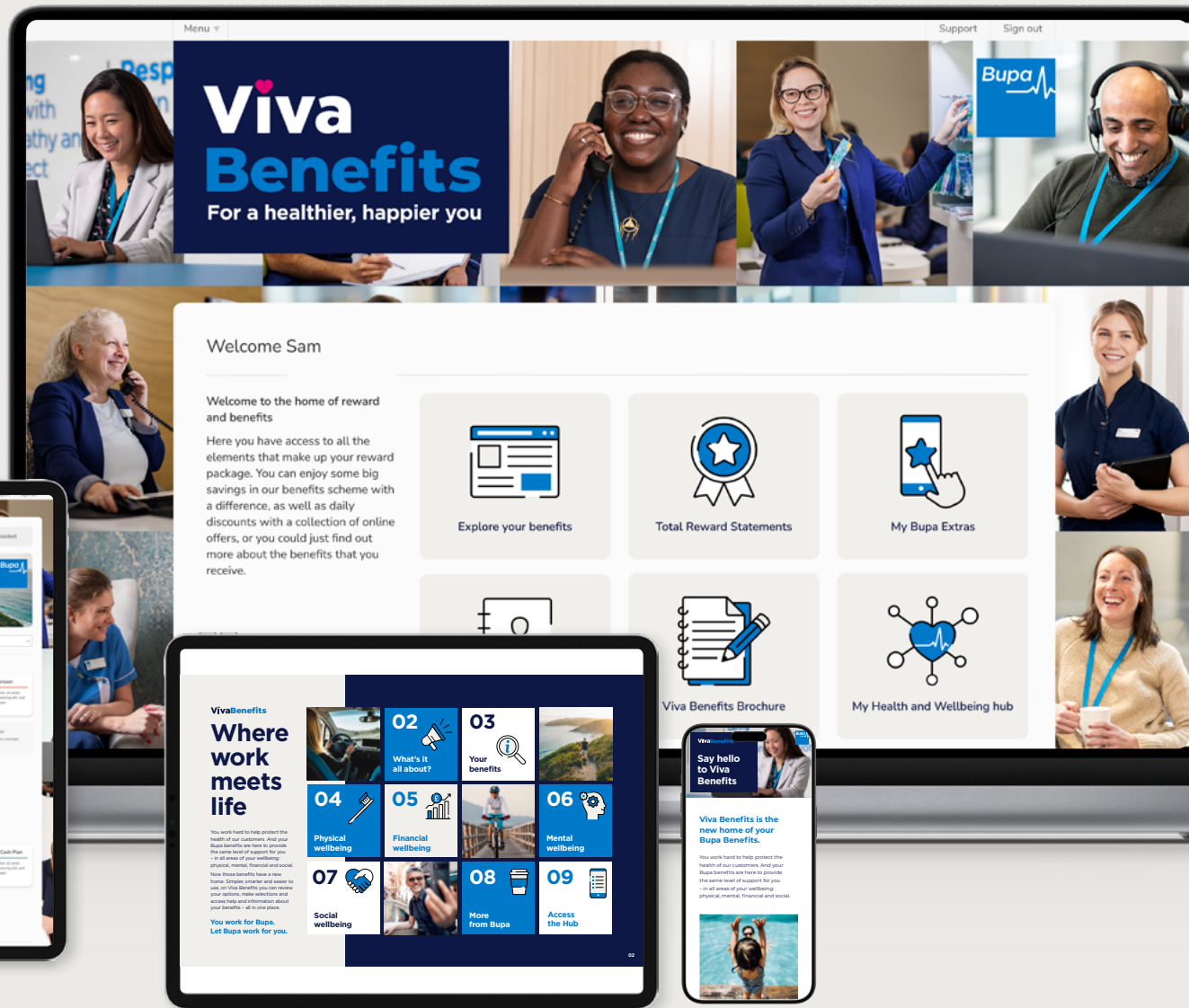
**Launching 'MyHealthcare' and the 'MyHealthcare Allowance':** Bupa created a fully funded healthcare product, combining their private medical insurance, health screening, and cash plan products. Working with the 'MyHealthcare' product, Bupa introduced a £350 annual 'MyHealthcare Allowance' that lets employees choose tailored options, like dental check-ups or health assessments, and even gift health benefits to dependants.

**Engaging frontline staff:** To reach hard-to-engage workers, Bupa deployed on-site Employee Health Benefits Advisors to run roadshows, platform demonstrations, and distribute engagement packs with posters, brochures, and scavenger hunts.

**Creating a seamless experience:** Bupa's new Viva Benefits platform provides a consistent, user-friendly interface, with tools like a mobile app for wellbeing resources and meditation, helping employees navigate their benefits effortlessly.

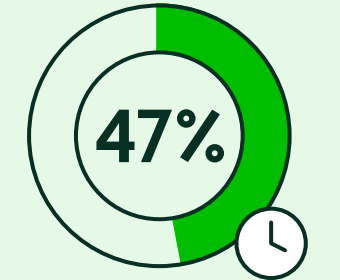


**ONE TO WATCH**  
 BUPA IS IN THE RUNNING FOR AWARDS IN 2025.

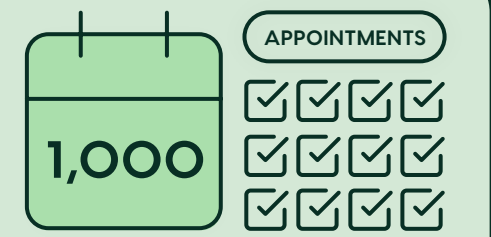


## The results

Bupa pledged to plant trees for the first 2k logins to the new benefits platform within the first two weeks. Hitting this target by 11:30 on launch day, they achieved 3,913 logins and have now reached 18,834 unique logins overall (79% of employees have signed up)!



**42% OPT IN**  
 42% of people opted-in to the Allowance this year, compared to 28% last year.



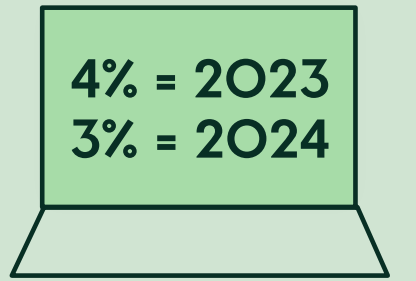
1,000 appointments across GP, physio and mental health practitioners were booked in the first year.

**29% IN 2023**



**24% IN 2024**

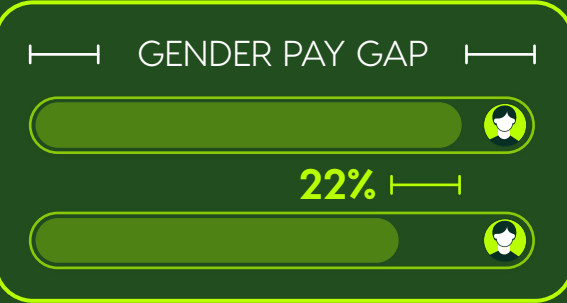
Attrition fell from 29% in 2023 to 24% in 2024; the industry standard is 27%.



Employee sickness absence fell from 4% in 2023 to 3% in 2024.

**METRIC: % OF EMPLOYEES DECLARING THEIR PROTECTED CHARACTERISTICS**

# 07. Diversity

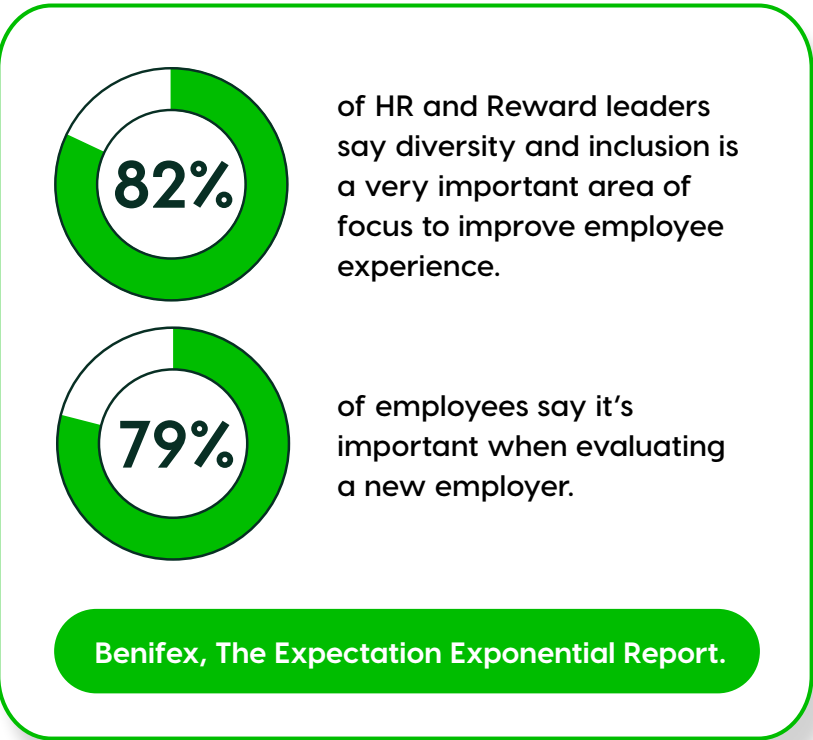


Diversity, equality and inclusion (DEI) has been topping the agenda for businesses in recent years as organisations aim to create an inclusive culture that welcomes and supports employees from all backgrounds. But for diversity and inclusion initiatives to be successful, they must inform, and form part of, all the experiences that employees have at work. And employee benefits play a crucial role in this progress towards inclusion – as benefits are a way for organisations to demonstrate their values and mission in real terms.

But how do you know if your benefits are serving your people and furthering your DEI objectives? As well as regularly surveying employees to seek their feedback on your benefits offering, look to your wider DEI metrics. For example, after introducing a broader range of flexible benefits, you might see that more employees feel comfortable declaring their protected characteristics or your recruitment diversity metrics are improving as you advertise these benefits externally.

To move the needle on DEI metrics through benefits, companies are thinking about accessibility (who the benefit is available to) and flexibility (how can it be applied). This means re-examining selection processes, eligibility criteria, and communications to ensure that benefits don't inadvertently exclude anyone.

And many organisations have started to take a more personalised approach to benefits that takes into account the specific needs of different employees, rather than focusing solely on traditional benefits. For example, many businesses now offer Menopause benefits or life-stage health support. And allowances have grown in popularity as a way to offer employees ultimate flexibility.



# NATS improved diversity through menopause benefits and support

## The objectives:

1

Address the challenges faced by peri-menopausal and menopausal women in a male dominated workforce.

3

Support NATS' goals to: increase the percentage of women overall and in leadership roles, and improve retention and sickness absence of women.

2

Enable managers to better support peri-menopausal and menopausal colleagues.

4

Reduce operational and financial costs to the business as a result of menopause-related sickness. Due to regulations, ATCOs had to wait for two weeks when changing/taking new medication and required a letter from their GP. Many women were waiting weeks to see a doctor, costing the business c.£7,560 per ATCO for starting/adjusting an HRT prescription.

## The strategy:

NATS implemented a comprehensive menopause strategy to address the challenges faced by peri-menopausal and menopausal women in a male-dominated workforce:



**A menopause policy and toolkit for employees and managers.**



**A company-funded Menopause Plan by Bupa, providing quick access to a specialist GP who can prescribe and offer support.**



**Making the Menopause Plan available for employees' partners.**



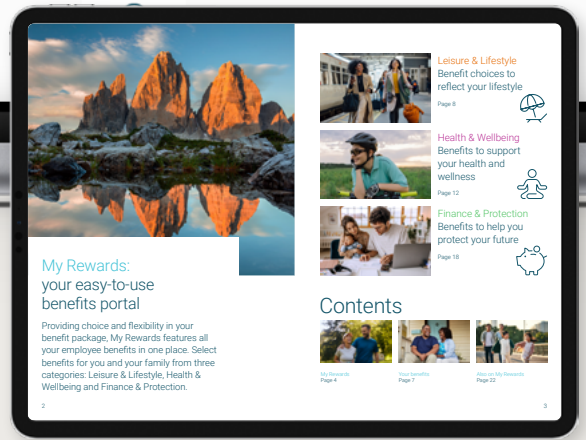
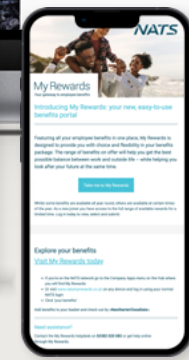
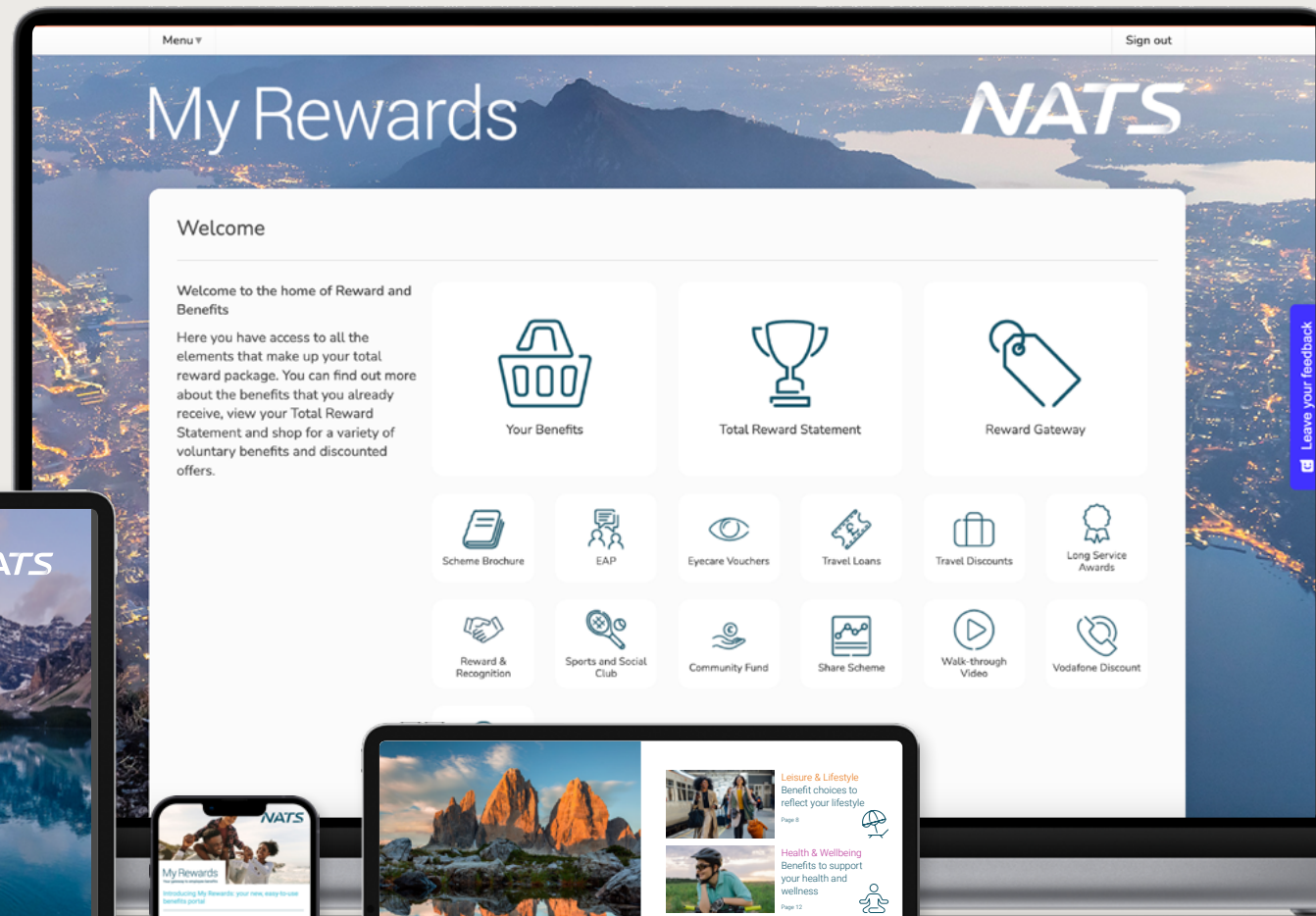
**Becoming a Period Positive Organisation, offering complimentary sanitary products.**

NATS launched a 'one-stop-shop' digital hub for menopause-related resources and support. This includes its Menopause Plan, manager guidance, policy information, e-learning modules, webinars, and information about the Women's Network. This also links directly to their benefits platform, and external resources.

Communications play a big role in the success of the strategy – which needed to engage all colleagues, not just women. The team created a menopause hub on the intranet, manager-focused training and guidance, webinars and e-learning, line manager guide, and operational guidance.

NATS used internal employee advocates to promote its Menopause Plan, which not only helps reduce the stigma by sharing experiences but also highlights how impactful the Plan is.

**ONE TO WATCH**  
 NATS IS IN THE RUNNING FOR AWARDS IN 2025.



## The results

The percentage of women in the business increased from 27% in 2022 to 29% in 2024, following years of stagnation (demographic hadn't changed since 2018).

42% in 2024

The percentage of women in leadership roles increased by 1.3% to 42% in 2024 – reflective of an ongoing upward trend (rising from 33% at the start of 2019).

After launching the Menopause Plan, the absence rate for women over 35 dropped by 2.7%, and absence length decreased by 12%, when comparing the 17 months prior to launch and the 17 months post launch.

Employees feel confident to talk about and seek help for menopause.

122 colleagues have used the Menopause Plan since June 2023, and six colleagues have taken advantage of the self-funded menopause plan.

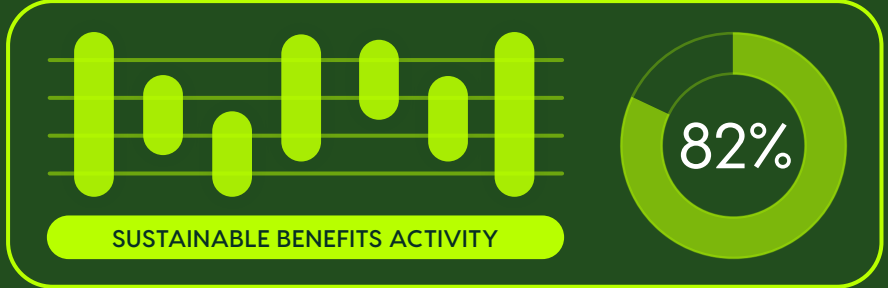
Since launch, NATS has 25x more referrals/queries to OHS.

**METRIC: % OF BENEFITS THAT ARE SUSTAINABLE**

# 08. Sustainability

How many of your benefits are sustainable?

**Sustainable benefit providers**



- NEW PROVIDER BENEFITS**
- e-car buy and hire (salary sacrifice)
  - e-car finance schemes
  - Car insurance (full cover)

Health & Nutrition

Cycle to Work

Fitness & Health

Eco-friendly

Benefits are increasingly seen by both employers and employees as a way for people to live the organisation's values and support ESG goals. In fact, the way an organisation approaches sustainability can be the difference between an employee staying or seeking an alternative employer with a better culture fit. In the same way that consumers switch, avoid or boycott brands because of their eco credentials, employees too are looking to the sustainability story within employer brands when choosing who they want to work for...

**91%** of employers say benefits can help align employee values with organisational purpose.

**74%** of employees say sustainability is important when choosing a new employer.

As well as offering more green benefits for employees (such as EVs, tree planting, charitable giving and green pension options), employers are also looking at benefit providers to assess their sustainability credentials.

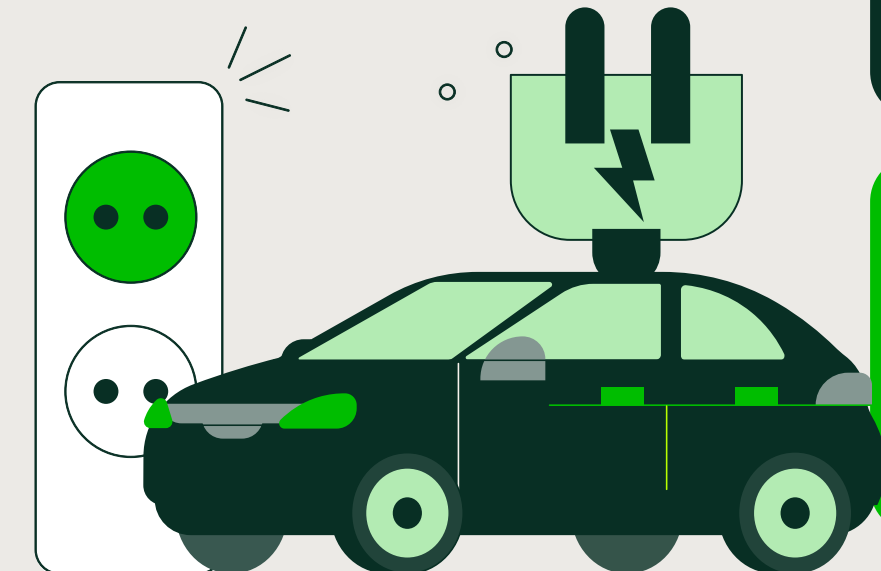
For example, HR and Reward leaders are looking at whether the provider is aware of their carbon emissions, what they're doing to reduce their carbon footprint, the business' impact on the local and global community, and how they're becoming a greener business.

And, importantly, companies are placing greater emphasis on how they communicate with employees about sustainable benefits. Forward-thinking employers are consolidating messages around benefits on the benefits platform to show the impact of their ESG strategy – on their people and the planet. They're ensuring employees are aware of sustainable initiatives, the impact of selecting these benefits, and how to take action.

For green benefits where results can easily be quantified, share the results with employees to show the impact they're having through their benefits – for example, how many trees have been planted? What's the carbon emission saving tied to the benefit they've selected?

# How ScottishPower aligned benefits with their Net Zero goals

ScottishPower only generates renewable electricity; all their domestic green tariffs are backed by 100% green electricity, made on windfarms in the UK. On a mission to help customers live greener lives, they want to help the shift to low and zero carbon modes of transport – and they wanted to reflect these goals by helping their employees live more sustainably.



## The objectives:

1  
Align employee benefits, technology and communications with ScottishPower's Net Zero goals, as a principal partner for COP26.

2  
Improve the employee experience. Enable employees to easily access everything their organisation does for them in one place, support the company culture, and help employees get more from their benefits.

## The strategy:

Supporting their commitment to tackle climate change, ScottishPower introduced new benefits and enhanced existing benefits to help employees live the corporate values. This innovative scheme goes far beyond what most organisations do from a CSR perspective. Some of the benefits available include...

**Salary sacrifice electric vehicles (EV)** with Tusker – fully electric vehicles only, to 100% align with ScottishPower's net zero goals.

**EV loan scheme** – gives employees an interest-free loan of up to £4,000 towards the purchase of an electric vehicle.

**EV grant scheme** – employees can obtain a grant (up to £6,000) for applying for sponsorship to their EV.

**Power Me** – (worksite EV Charging Scheme) and discounts on EV home chargers.

**Cycle to work** – voucher value increased to £3,000 so employees can use it to access electric bikes.

**Public transport season ticket loans & First Bus discounts** – supporting use of public transport.

**Pension scheme ESG** – employees can now opt for four green investment funds.

**Smart Solutions employee discounts, Technology vouchers, and Perks at work** – giving employees access to deals on sustainable technology.

**Count Us In website** – encourages employee pledges to reduce personal carbon emissions, earning points for their department on the leader board.

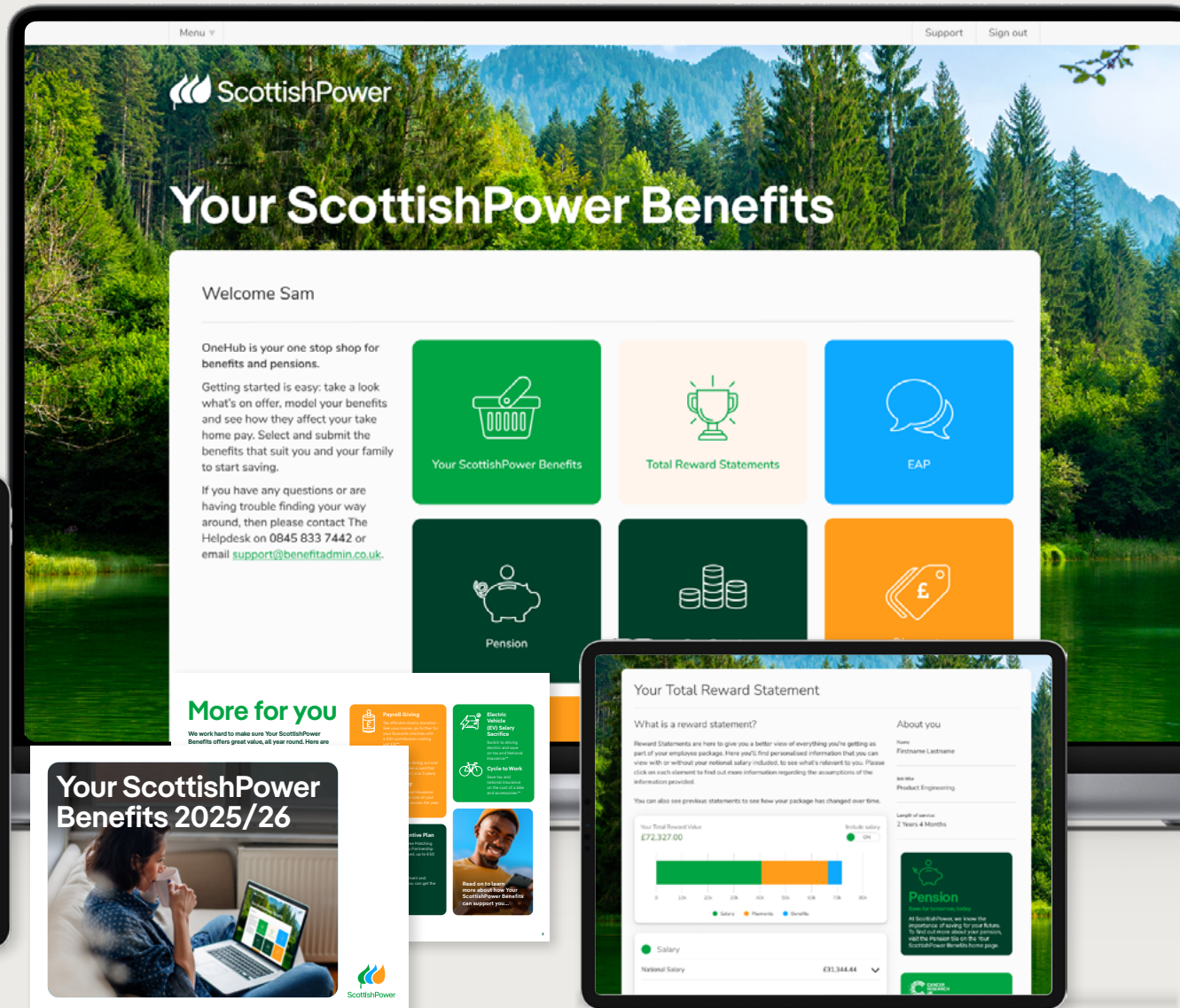
**Payroll giving** – promoting tax efficient charity donations to climate action/sustainable charities.

**Trees with Benefits** – every time an employee chooses a Benifex Marketplace benefit, a tree is planted in a dedicated forest in Nepal.

Using OneHub as a central home for everything they do for employees has given ScottishPower greater scope to promote important benefits, like pensions, which are receiving increased attention because the information is more easily accessible through Single Sign-On.



Silver Award Winner 2023



## The results



460 tonnes saved of co2 emissions.

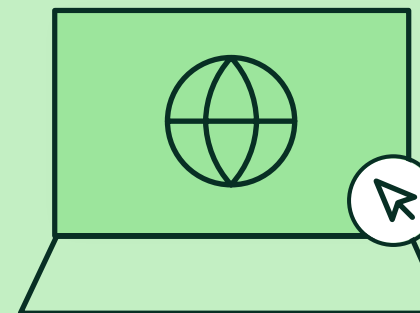
460 tonnes of CO2 emissions saved, with 230 petrol/diesel cars off the road (due to EV selections).



300 trees planted as a result of Marketplace benefit selections by ScottishPower employees.

369% ↑

369% increase in members visiting PlanViewer to review their investment choices after launch of the four new ESG pension funds.

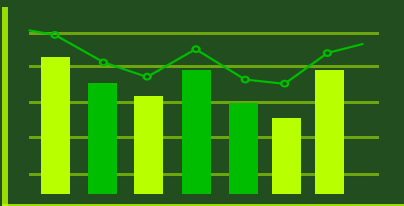
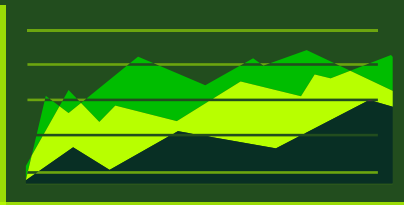


136% increase in OneHub logins from 2022 to 2023.

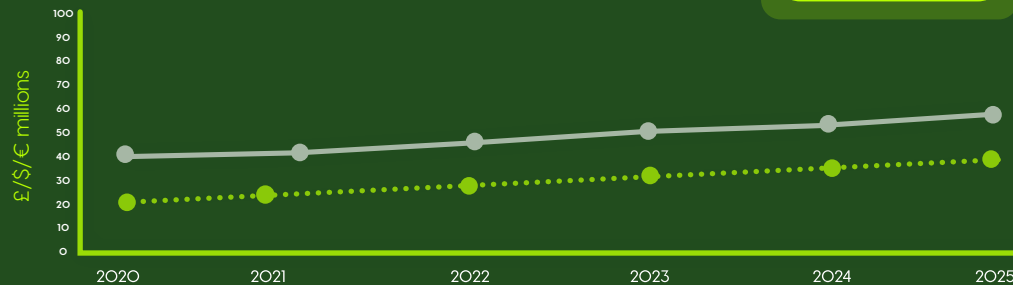
1 in 3 employees now visit the site monthly.

# 09. The ultimate metric: Profitability

## BENEFITS, ENGAGEMENT AND PROFIT



## Employee engagement & revenue growth (2020-2025)



Employers who offer more highly sought-after benefits also tend to be more profitable. Not only do many of the other metrics we've explored in this report play into organisational profitability (benefits improve employee engagement and retention, reduce turnover and sickness, move the needle on sustainability and DEI etc), but there's lots of evidence that shows the more non-monetary benefits an employer offers, the larger the improvement in their firm's wealth.

A study on the profitability of 20 companies listed on the National Stock Exchange over ten years finds a "significant relationship" between employee benefit costs and company profits; employee benefits costs positively impacted company profit.

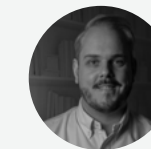
But this data shouldn't come as a surprise. Employee benefits – and how they are delivered – are a clear reflection of what employers think of their people. Your benefits strategy should demonstrate how employees are valued, cared for and protected. When employees feel valued and supported, they deliver better experiences for customers (driving customer loyalty), become more productive, and create a positive cycle that ultimately improves the bottom line.

To make the greatest impact, it's essential to be able to tell your benefits success stories to your executive team; the insights we've covered in this report should help you do exactly that.

## Expert insight

"Benefits programmes – and the technology used to deliver them – can be thought of as 'high performance systems' due to the compelling body of evidence that shows how important they have become in creating successful, profitable, and resilient organisations with great cultures. Indeed, benefits have emerged over the last few years as the most effective way for organisations to communicate their EVP, improve wellbeing, and support employees.

Importantly, HR and Reward teams are increasingly able to demonstrate the strategic impact of benefits on business success – and show how benefits are moving the needle on the metrics that we explored in this report. Given that one of the top priorities for benefits teams will be to secure funding amid tightening budgets, being able to demonstrate the true value of benefits is imperative."

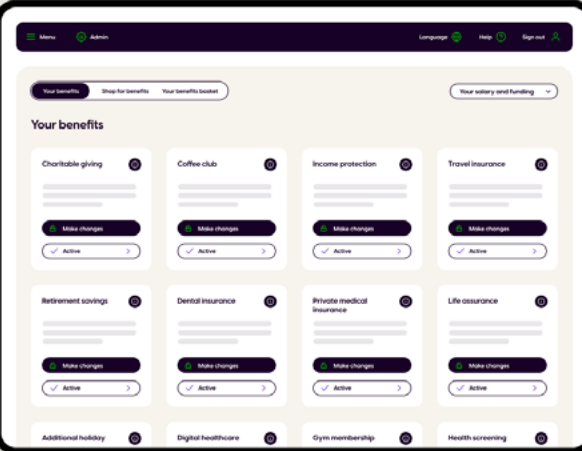


**Gethin Nadin**

Award-Winning Psychologist, Bestselling HR Author and Chief Innovation Officer, Benifex

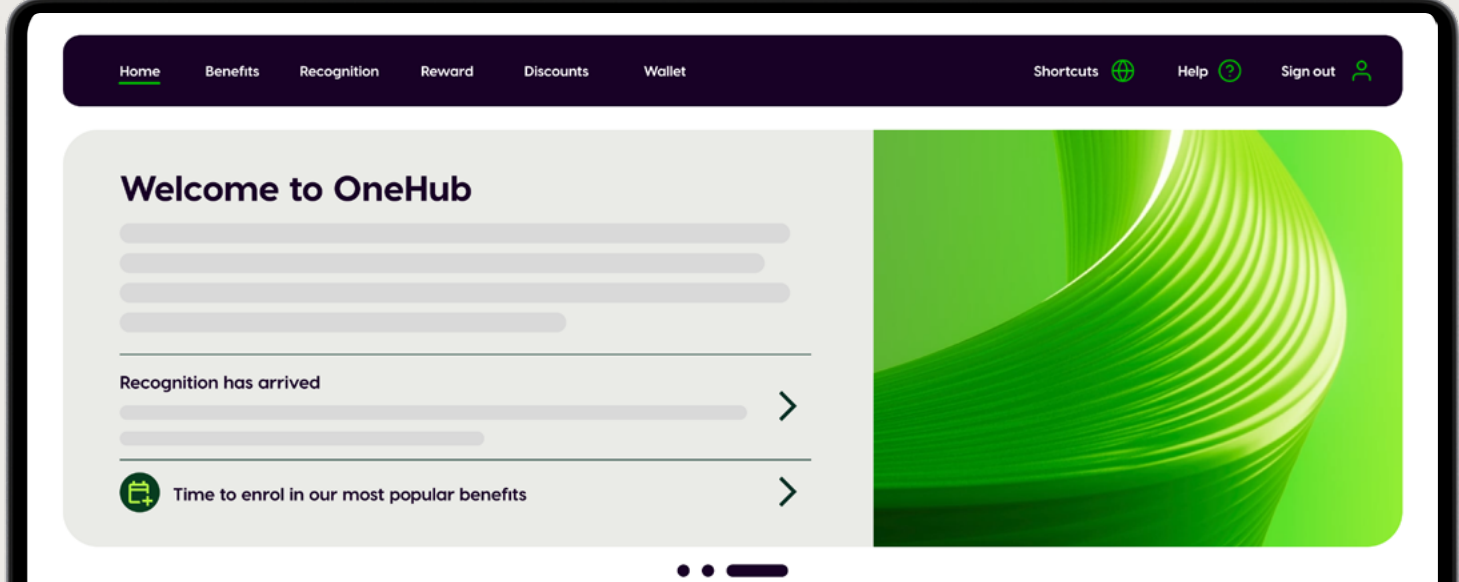
# Hello! We're Benifex

Connect, shape, and deliver your employee experiences in one place.



## Benefits

Run, manage and administer engaging employee benefits.

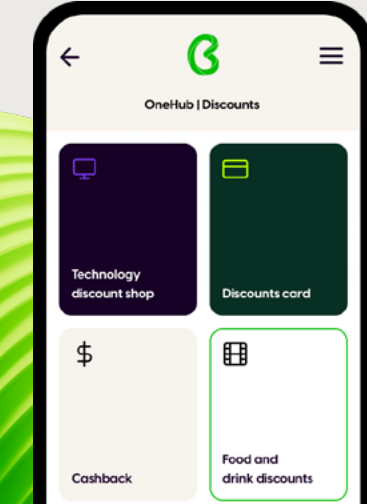


## Wallet

Make anything a benefit with card-based allowances.

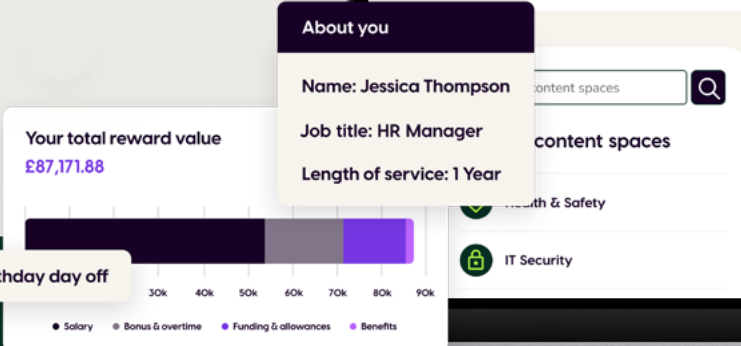
## Wellbeing

One home for all your wellbeing resources.

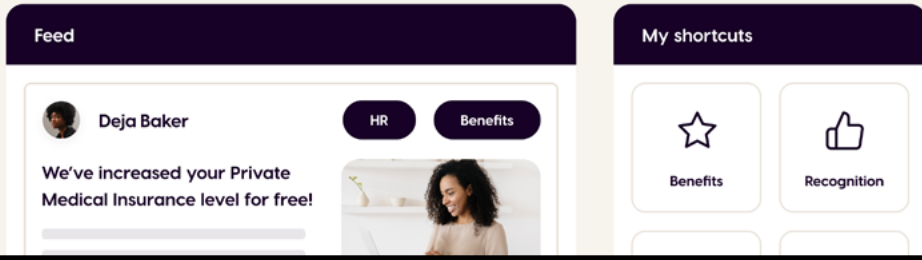


## Discounts

Help employees' money go further with everyday savings.



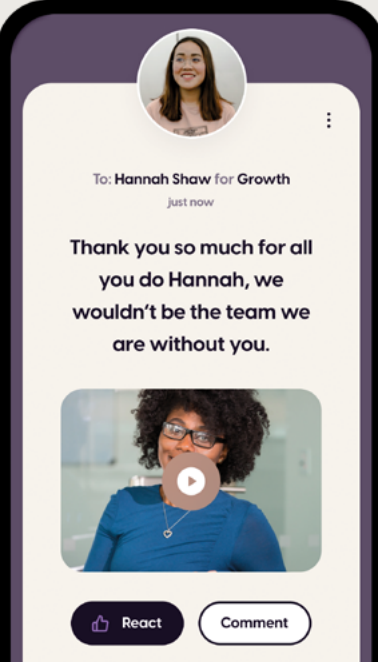
About you  
Name: Jessica Thompson  
Job title: HR Manager  
Length of service: 1 Year



[Book a demo](#)

## Reward & Recognition

Shine a light on the incredible things happening across your organisation.





[benifex.com](http://benifex.com)