

Communicating Benefits Clearly

TOP TIP	COMMENT
1. Carry out a feasibility study	Make sure that flexible benefits will work for your organisation by first assessing the impact on all departments. Think about the overall aims of your business and how the package can help to meet these. Assess existing HR policies such as annual leave allowances and sickness absence; as well as the pros and cons of the current package. Make a business case
2. Assess the market	Look at what is being offered by your competitors. Do you want to better their benefits package or differentiate your firm through a more unusual offering? The introduction of flexible benefits is an opportunity to do something new
3. Consult your staff	Use surveys and focus groups to obtain detailed employee feedback on benefits. Find out what your staff understand, like and dislike about the current package and what they would appreciate in the future. This will also get people on board from the start.
4. Select the right benefits	The traditional benefits from pensions to private medical insurance will still form the core of the package. Most employers will include childcare vouchers and the option to buy and sell annual leave. The menu depends on what will work for your organisation.
5. Emphasise choice and diversity	A flexible benefits scheme shows staff that you recognise they are all individuals with different lifestyles and needs – and that these change in the course of their time with you. Put across the message that they can choose a package that is a perfect fit for them. This aids recruitment, retention and motivation.
6. Bring in an online system	The software can streamline administration and costs and make it easier to manage change. Management information is accurate and secure and can be accessed by people on different sites. Employees will be able to view their own information at any time – improving their understanding and appreciation of their benefits package.
7. Engage employees	Begin with a communications plan, which should include careful branding, launch presentations and one-to-one drop-in surgeries. Then keep up the contact! Regular reminders and updates about the flex scheme will keep staff engaged
8. Communicate the value of the package.	Enhanced benefits won't translate to enhanced performance or retention if no one knows the value of the package. Use Total Reward Statements to show staff what they and their families are getting on top of their salaries
9. Consider Salary Sacrifice	Salary Sacrifice involves employees agreeing to take a lower salary in return for benefits. As you are paying lower salaries, your employer National Insurance contributions will drop. The savings can be used to fund the costs of a flexible benefits programme
10. Use Portus Online	We are expert at assessing the needs of your organisation, sourcing benefits, bringing in the necessary technology and communicating with staff. We can work with you to bring in flexible benefits in a cost-effective way, typically making savings while increasing choice for staff. Get in touch to find out more!

For further information please either email or telephone your normal client relationship contact. Alternatively, email lucy.reynolds@portusconsulting.co.uk or telephone Lucy on 01926 331372

Important Notes

Generic information – this overview is for information purposes only and does not represent specific advice.

Taxation and Legal issues – all information is based upon Portus Online's understanding of current HM Revenue & Customs regulations and practice. These are subject to change on a continual basis.

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