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PHARMA FIRM PROMOTES VALUE OF PACKAGE VIA PORTUS ONLINE:

Pierre Fabre launches online total reward and voluntary benefits

The British subsidiary of a French pharmaceutical and dermo-cosmetic giant is tackling the problem of undervalued benefits head-on.

Pierre Fabre this week hopes to improve perception of its package with the launch of online total reward statements and a voluntary benefits scheme.

Martin Grange, managing director, comments: "Retention of specialised staff is essential in our business. While offering a valuable benefits package that we regularly benchmark within our sector, we realised it was poorly understood and potentially undervalued by employees."

To address this, Pierre Fabre turned to their consultants at Portus, who had the solution they needed.

"We reviewed our communication about the benefits we offer and saw we needed to modernise and improve it," says Martin. "So we've introduced our

own online employee benefits portal. This allows all our staff to access information about the benefits they have and see the added value they get from health, pension and insurance programmes. Through the web, they can access their own profile and update their information from the office or from home.”

The portal also offers HR self-service features for data cleansing and record maintenance. “The feedback has been very positive and the voluntary discounts particularly well received, and we plan to enhance the application further in future.”

The service comes via Portus Online, a new business affiliated to Portus. Jonathan Bruce, sales director at Portus Online, comments: “Pierre Fabre are a good example of a company embracing the latest media to communicate with a mobile workforce. We’re really pleased to help them develop their new online offering to staff – and to do it so cost-effectively.”
