Public Sector Reward & Benefits

Providing an enhanced employee experience

Crown Commercial Service Supplier

Benefex ™
Work Inspired

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Introduction

Benefex is uniquely positioned to help Public Sector and G Cloud users to build an exceptional employee experience that lasts a lifetime.

At Benefex we understand the importance of building a better working world and we're really excited at the prospect of helping the Public Sector achieve this for their employees.

As an industry leader within the online employee benefits market we have seen the pace of innovation increase rapidly over the last three to four years. Unless updated and refreshed, any programme which hasn't adapted will have become less and less competitive or relevant to employees. We will ensure that this never happens to our Public Sector clients.

By focusing on designing and delivering the best reward and benefit programme for the Public Sector, we believe we can make work a better place for you and your employees.

We are a company with the commitment and experience to help you maximise what you achieve with your reward and benefits spend.

We will work to ensure that you have the best scheme available in your market, backed up by an exceptional employee experience that embraces mobile technology and drives engagement.

From day one of our relationship, we will be seeking to understand what success looks like for you. Then everything about the way we work with you will be setting you and the scheme up to deliver that success.

From maximising the perception and return of the scheme, to completely embedding it into the culture and onboarding process we will work to ensure that the scheme stands out for all the right reasons.

What we will deliver for the Public Sector

One of the advantages of partnering with Benefex is that all services are provided in-house. We own our technology, OneHub, and all administration support is provided under one roof.

Our FCA regulated benefit consultants will advise you on the most effective set up of your benefit structure and will monitor the provider's service to ensure that at all times the most appropriate provider is in place that truly meets the needs of any Public Sector organisation and its employees.

This document provides an overview to these services and why we believe that it's not just our technology that is the best in the market, but also our administration and consultancy services are unparalleled both for quality and client satisfaction. The main areas where we have identified efficiencies and optimisations, that the Public Sector can leverage, are around communication and system functionality. We feel that you would benefit from looking at a Total Reward Statement, integrating Health, Wellbeing and Financial Education information, while allowing employees to access their benefits from anywhere using mobile technology.

In addition, our Discounts and Cashback module will drive repeat, frequent visits to the platform, helping to increase engagement, whilst allowing employees to make every day savings. This approach to helping employees make their money go furthers important for organisations facing tough pay settlements and is commonplace within the Public Sector.

At Benefex, all of these services are supported with a full suite of management information and insight through real-time dashboards. These give you the ability to see statistics around benefit take up, benefit cost and savings information, plus workforce demographic information such as turnover and gender split. Through this insight, our clients are now able to leverage the data associated with benefits like never before

Benefex is number 1 in the market for employee experience, service and innovation. Our vision is to continue to provide the Public Sector with access to the very latest product developments. We've a demonstrable passion for innovation and a focus on delivering the best employee experiences for your most important asset, your people.

Introducing OneHub - the market leading employee experience platform

Our OneHub technology has been designed to enable you to create one place for everything. To achieve high levels of employee engagement, we need to focus first on an everyday exceptional 'experience' every time an employee enters OneHub. For our clients it becomes the everyday, providing access to anything from benefits to content about wellbeing and financial education.

Employees expect their experience at work to match, or better, the best customer experience. OneHub is designed with the employee in mind; it's intuitive, yet powerful. Familiar, yet compelling. It turns the everyday in to the exceptional.

Your user journey

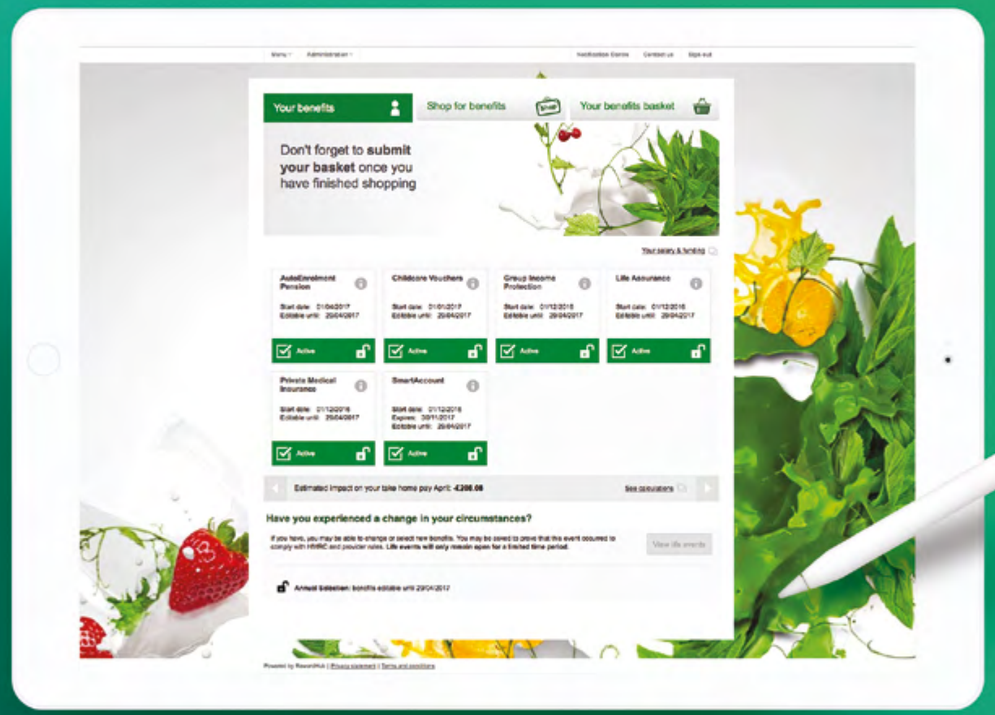
Significant advancements in technology in recent years, has been driven by employees increased expectations - driven in part by intuitive and personalised sites such as Facebook and Amazon. Benefit platforms have often lagged behind, but with an in-house product development team driving it, OneHub has not.

We've made the journey intuitive and engaging. Based very much on the now familiar online shopping experience, your employees enter into a 'benefit shop' and take their pick of relevant benefits. They'll then 'check out' their basket of benefits – having absorbed all the information that is available. There are links, embedded videos describing the benefits and FAQ's at their fingertips. The cost of the benefit and the impact on their salary their choices have made is clearly summarised.

We are also excited to be able to offer the choice of "anytime enrolment" as standard in our platform. OneHub is fully mobile repsonsive so employees have 24/7 access to the platform to make changes as a result of key life events. OneHub will intuitively surface relevent content when it's notified of any change. So if there are benefits that become available to newly added dependents through marriage or childbirth, then we'll push out the relevant sign posting to these, naturally delivering a more personlised experience.

Your benefits come to life through an intuitive user journey

A clear view of your current benefits



1. 'Your benefits' landing page

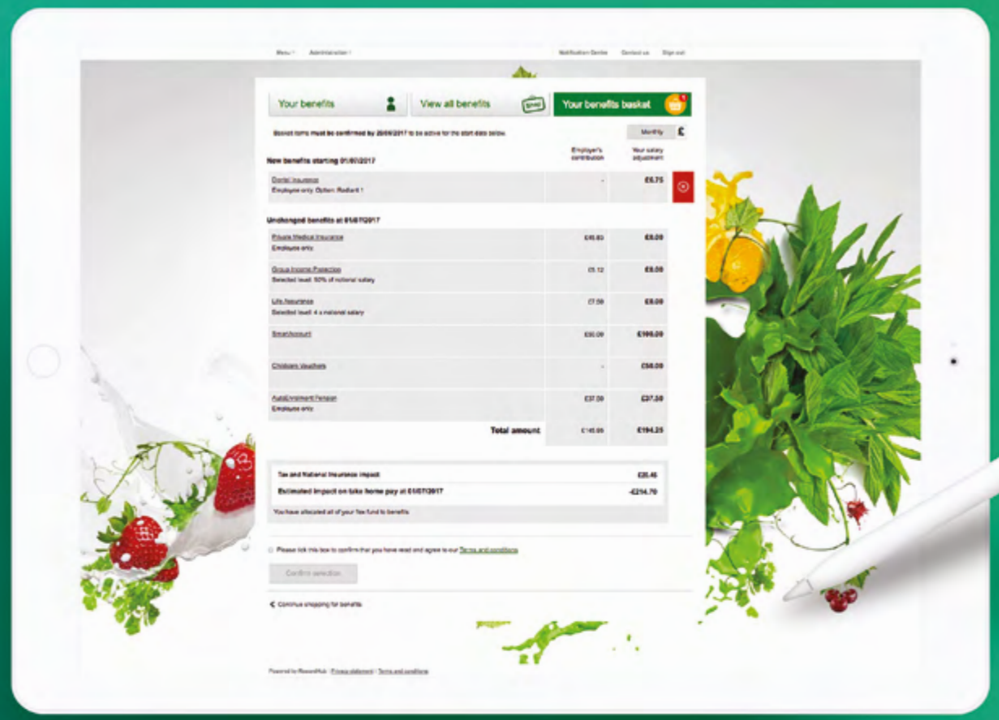
This is the first flexible benefits page that an employee will see when they start to select 'Benefits' from within OneHub. The 'Your benefits' page is a single integrated view of all active benefits selected and submitted. The tiles are the main feature of the page; they give you quick summary of the benefits you have, and the status of each benefit. This page also provides access to your salary and funding details, and displays your current monthly impact on pay for all active benefits.

The view will intuitively respond from a grid format to a list – dependant on the size of device you view and the number of benefits on offer.

2. Benefit shop

Here your employees can view and submit benefits from your online scheme. The grid layout view will intuitively change depending on the number of benefits they can see. For less than 11 benefits, we show them in a list and for 12 or more, we use a multiple column layout. As OneHub is responsive throughout, employees using a laptop (or desktop) will see three columns, while those using a smaller device such as a tablet, will see two columns, and on a smartphone, just one column. At this stage of the journey, the employee selects which benefits they want, the cover levels and details of any dependants covered. The employee then adds the benefit to their basket just like they would when doing online shopping. Once they have selected the benefits they want, they then go to the check-out page to confirm their choices.

A clear display of the cost of an employee's selections, the impact it has on their salary and a call to action to submit.



3. Basket

By making the benefit selection journey just like on online shopping experience, our research has shown that the familiarity of the process has helped with engagement. Creating an exceptional checkout experience is about providing all the necessary information and assistance so the user understands all stages of the process. Most importantly; it's about making it easy. Usability research has shown that a one page checkout is significantly more pleasant for users. At this stage the employee can change the benefits they have selected, remove the benefit or even go back and select more benefits. Information around benefits cost, tax efficiencies and the effective date for the benefits will be displayed at this stage of the journey. All content is configured per benefit, with each benefit page containing useful links for further details, and frequently asked questions ensuring users have enough information to make a fully informed choice. The other important section at the bottom of the page is the cost and savings box which shows all costs associated with the benefit, this will include any employer contributions, savings, flex fund and most importantly the impact on pay.

Communications Manager

Communications Manager enables you to cut through the noise of day- to- day emails, ensuring your people see the messages that really matter. OneHub's simple and intuitive system allows you to create and send branded, stand-out communications, giving you the control and resource you need to personally communicate with your employees, and give them a great experience at work, every day.

Speak directly to individual employees

Send tailored, group emails as though you're writing to an audience of one. Communications Manager's segmentation capabilities are so advanced that you can craft personalised, highly specific and relevant emails, ensuring your recipient feels valued as an individual, without you having to create a thousand different messages.

Easy-to-use

Communications Manager makes life easy. You can either build new emails from scratch, or use one of the pre-designed templates. Just drop in the text and imagery you require into a handy framework, and it does the rest for you.

Communications Manager alleviates the administrative burden of issuing emails by automating your campaigns. Plus, as you can choose to select administrators in other teams, its templates ensure that all emails are on brand and consistent, whoever is sending them.

It's fully integrated with your OneHub system, or you can use it standalone. Either way, your data is held securely and accessed only by authorised personnel. Benefex is accredited ISO22301 and ISO27001

Target to your exact audience

In order to create personalised, authentic and relevant emails, you need to make sure your audience is interested. Not every person needs every email, and over-emailing can devalue each message. OneHub's query builder enables you to build static or dynamic lists to segment your recipients. You can either manually create a list that you regularly use, or you can create a dynamic list based on certain criteria

(e.g. "Employees with items still in basket" or something even more specific, like "Employees in Manchester – in Finance – Childcare Vouchers are active"), which targets all these people at the time of sending.

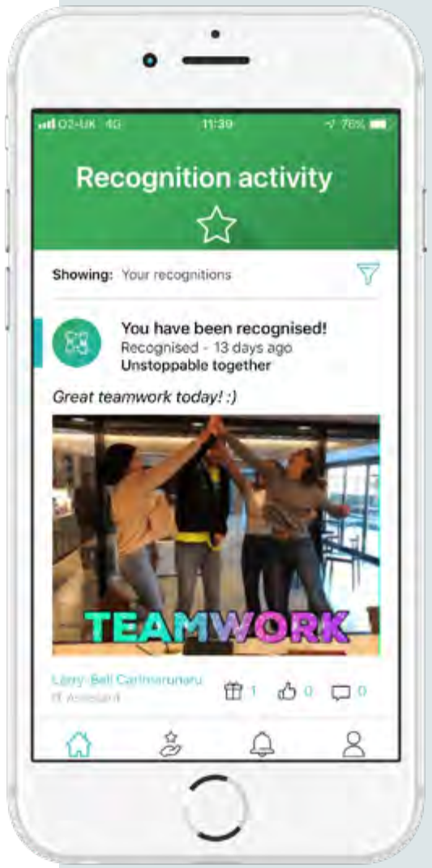
Measure the success of your campaigns

Using Communications Manager's analytics dashboard, you'll have full insight into the success of your communications schemes, so you can see who's reading your emails, and what types of communications are working. See who opens and doesn't open emails so you know who you need to target in the next stage of your engagement scheme.

OneHub | Reward & Recognition

Providing daily, authentic appreciation for an exceptional employee experience

OneHub | Reward and Recognition are an integrated pair of slick mobile, social apps that live in the employee's pocket. Everyone who works at a company – colleagues, managers, even the CEO – can easily give each other meaningful, personalised recognitions and instant rewards, wherever they are, whatever they're doing, with just their smartphone.

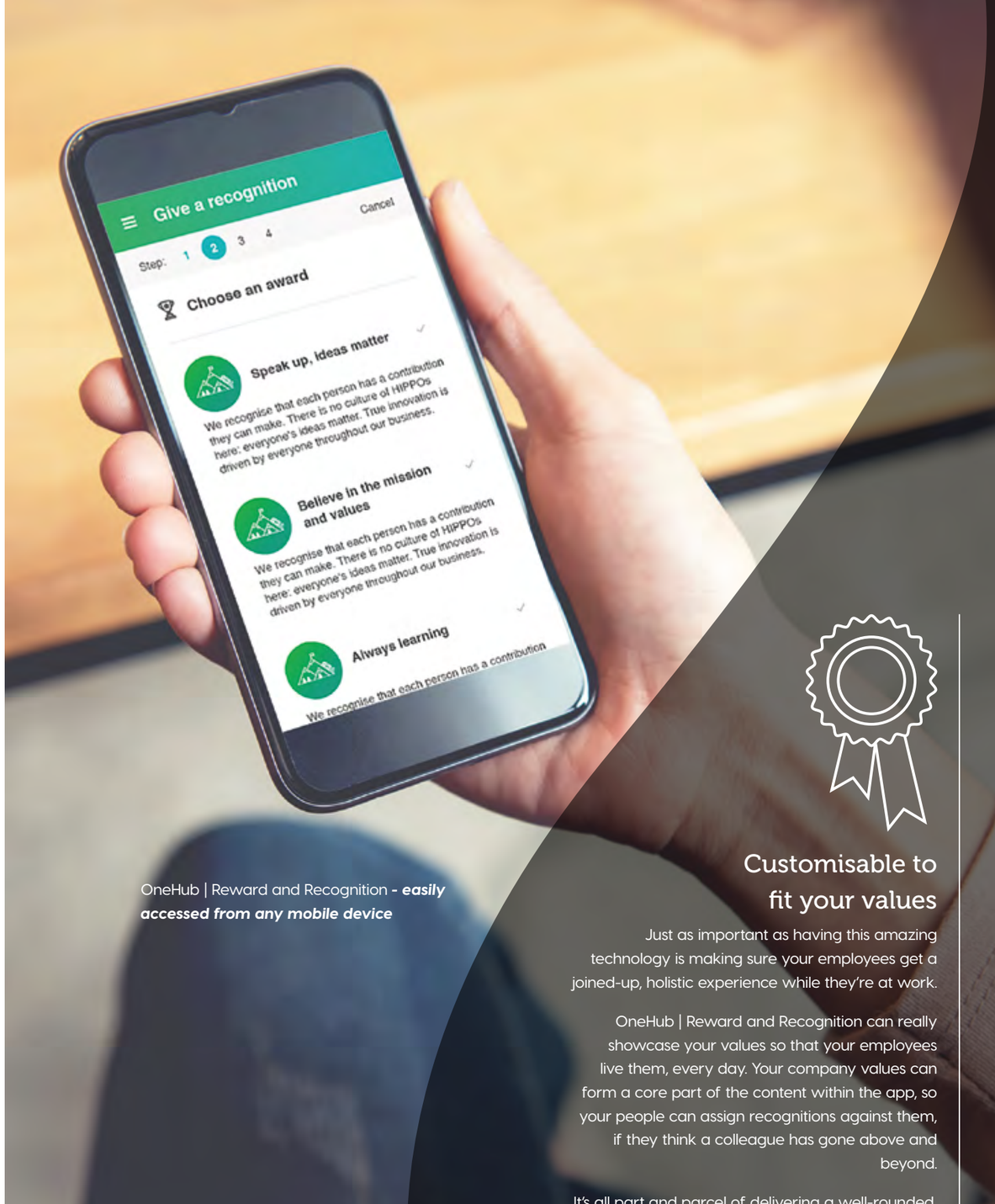


Motivational peer praise

Our research found that 76% of our colleagues find peer praise very or extremely motivating, and 69% said they'd work harder if they felt their efforts were more appreciated. This handy, easy-to-use app encourages company-wide interactions and inter-departmental teamwork. See how teams collaborate, share ideas, and acknowledge their colleagues using text, GIFs, memes, and videos to show personal, genuine appreciation.

Giving praise and acknowledging excellent work is central to any healthy, positive culture.

OneHub | Reward and Recognition is so familiar and effortless, people are drawn to use it over and over again, just like Facebook! The app encourages users to form good habits and practice gratitude, every day, which is not only great for motivation and collaboration, but it helps with wellbeing at work, too. Employees are notified when they receive a recognition, or if their messages and videos are 'liked' or commented on, which ensures frequent, consistent interaction with the platform.



OneHub | Reward and Recognition ***- easily accessed from any mobile device***

Customisable to fit your values

Just as important as having this amazing technology is making sure your employees get a joined-up, holistic experience while they're at work.

OneHub | Reward and Recognition can really showcase your values so that your employees live them, every day. Your company values can form a core part of the content within the app, so your people can assign recognitions against them, if they think a colleague has gone above and beyond.

It's all part and parcel of delivering a well-rounded, exceptional employee experience, every day.

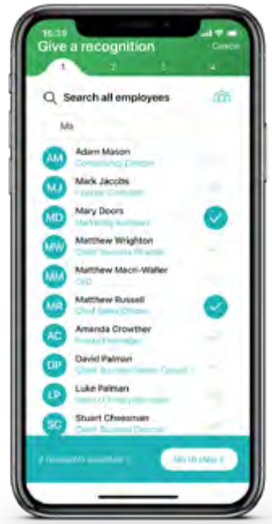
At Benefex our market-leading HR technology is used by the world's best global organisations, like BT, Skyscanner, E.ON and Worldpay to name a few. And now, thousands of employees are making the most of our innovative peer-to-peer reward and recognition tools.

Why is reward & recognition so important?

Our Founder and CEO Matt Macri-Waller has commented that, "if you spend as little as 1% of payroll on recognition, you're twice as likely to retain your people further down the line. Giving your people the tools to quickly and seamlessly say a big 'thank you' for a job well done can bring down barriers between teams, unlock countless interactive experiences at work, and create a company culture which thrives on appreciation and collaboration."

How do these tools work?

Choose who to recognise



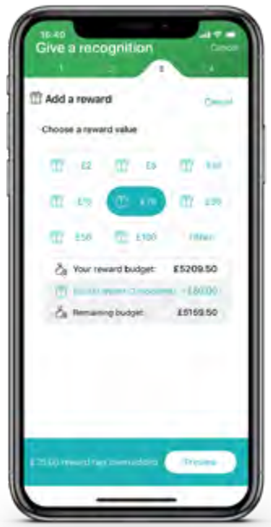
Select a company value that the recipient has demonstrated

Add a message

Add a meme, gif, or video

Open up Recognition to see a live feed of all activity.

Managers can add a reward value



Post the recognition!

Recipient chooses a reward

Recipient then receives a code to use instantly

Real time Insight Dashboards

We're pleased to offer a suite of 'real-time' dashboards from which you can extract and manipulate scheme data whenever you choose. This gives you immediate access to a suite of scheme specific statistics – giving you a real-time picture of scheme performance. With OneHub's powerful people analytics, you can make smarter decisions, backed by real time data, gain in-depth insights and have a complete view of how your people interact with your company.

We continue to add to the suite of dashboards but right away you can access the following:

- **Workforce Dashboard –** showing demographic information about your employees
- **Benefit costs Dashboard –** showing current benefit costs and tax/NI savings
- **Enrolment Dashboard –** showing current enrolment performance, take up of benefits and submissions
- **Activity Dashboard –** showing logins and page visits

The great thing about real time insight like this is that it allows you to monitor which demographics of your workforce are engaged (or less so). It provides you with the opportunity of increasing communications to certain segments of your employees to increase engagement if needed.

Additional reporting:

As a standard, we will create a full bespoke set of reports for you covering:

- **Dashboards and insight scheme reporting –** covering the performance of the scheme with tracking to previous years, overview of benefits
- **Provider reporting –** specifically in the format and frequency required by the providers
- **Payroll reporting –** specifically in the format and frequency required for each clients' payroll provider
- **Service and SLA's Reporting -** we produce full case management reporting, exception reporting and service reporting as standard.

Your HR Administrators

We will of course be able to provide your selected HR Administrators with additional access to self service functionality using the Administration Hub. They will have access to scheme performance, the ability to export reports, functionality with which to; edit text, content or upload videos on OneHub, view the suite of Insight Dashboards and the ability to search and impersonate employees with read and write capability. This is also where you'll access Communications Manager, with the functionality to create your own messaging and identify employees, or groups of employees to target with bespoke messaging at any time.

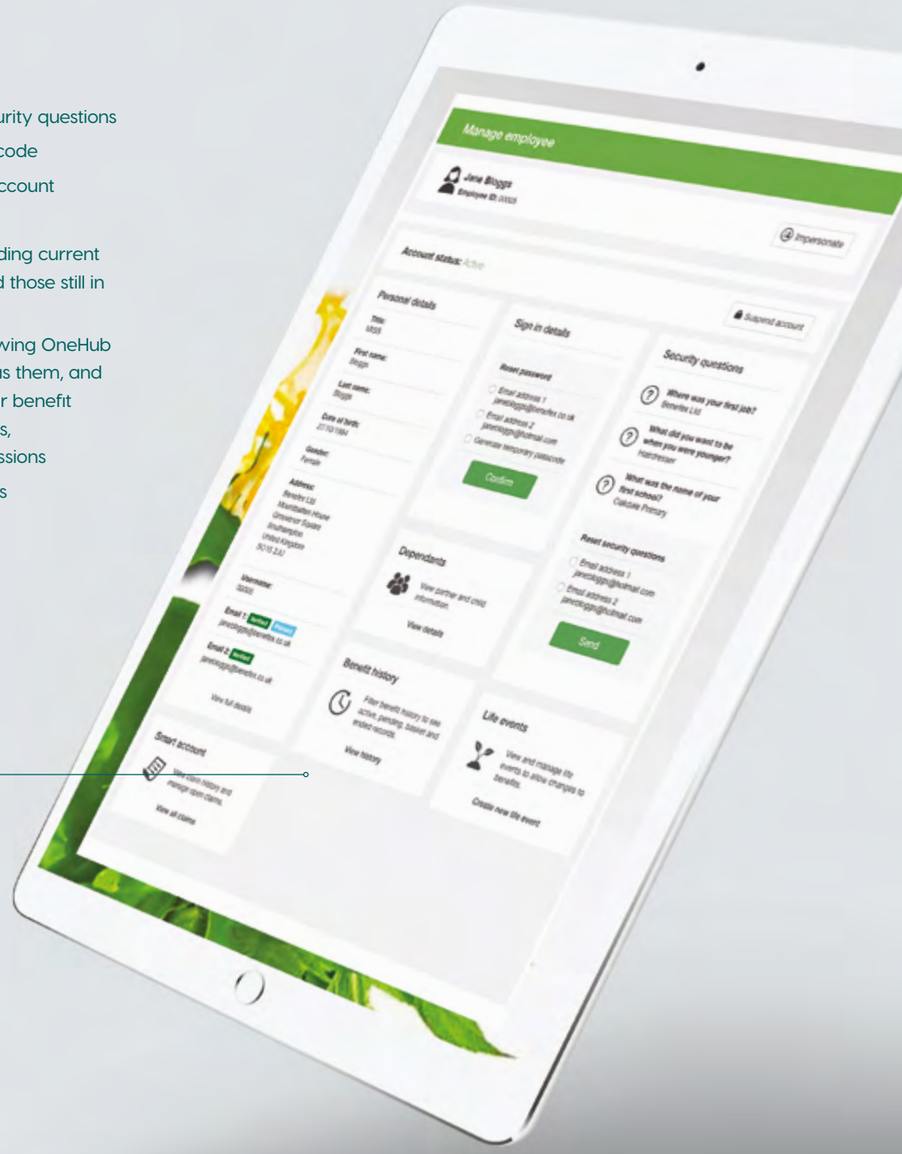
The Administration Landing page

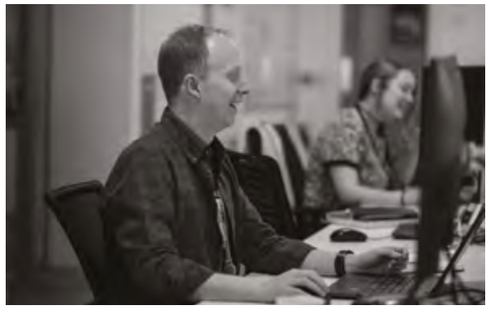
Our administration support structure has been designed to remove unnecessary administration from you – still allowing you to be in control, but leaving you time to focus on the more strategic side of reward and benefits

Manage employees

A suite of tools which allow administrators to support employees, including;

- View details
- View dependant details
- Reset passwords and security questions
- Create a temporary passcode
- Suspend access to their account
- Verify email address
- View benefit history, including current and previous benefits, and those still in the basket
- Impersonate the user, viewing OneHub as if you were logged in as them, and either view or update their benefit selections and dependants, depending on your permissions
- Review and edit life events





A dedicated Employee Support Centre

Our Employee Support Centre (ESC) function, which acts as both your administration and helpdesk function, has been designed to provide a first class service to our clients, and be recognised as a centre of excellence. Unlike many of our competitors, the ESC service is delivered from the in-house team in the UK. The dedicated team would be focused on resolving employee administrative, transactional and process enquiries e.g. eligibility for benefits, access and new starter queries. The team will work closely with your HR team and provide a friendly, helpful service to its employees. From an administrative perspective, the helpdesk would provide advice on how to select options, reset passwords and provide general advice about your specific scheme. The ESC also provides you with proactive reports and management information on an ongoing basis to help keep the HR team updated regarding volume of contacts (calls and emails), any recurring issues/frequently asked questions, employee feedback and management information as agreed.

Queries for all the services that employees or HR administrators have are channelled through the one dedicated helpdesk number during our standard opening hours.

Our usual Employee Support Centre opening times are Monday to Friday 8.30am to 17.30pm with options to extend should you need to. Queries can also be directed through the online ticketing system that is accessible directly through OneHub 24/7.

We pride ourselves on calls being answered quickly by real people; we believe that this delivers the type of service, which is positive and memorable for our clients and their employees. Over 99.9% of calls are answered within five rings and, across our service, over 95% of calls are resolved by our first line support team within 24 hours.

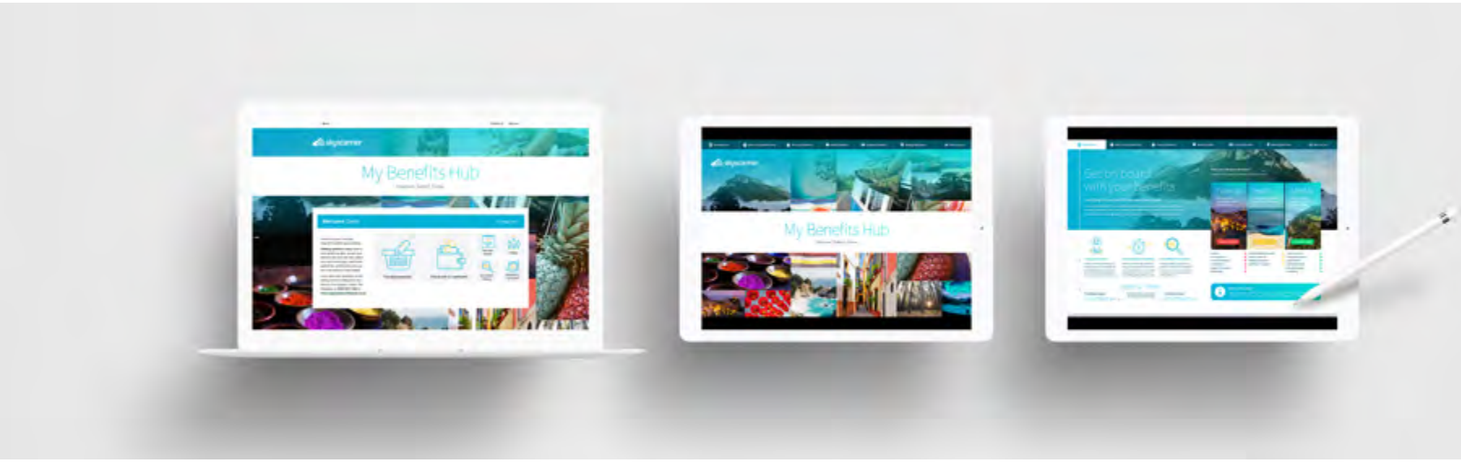
There is a great culture in our ESC – it's not just a 'helpdesk' but is a truly dedicated, scheme specific trained team that makes a real difference to the service you and your employees receive.

All of our calls are answered within **5 rings**

94% of our clients rated our service good to excellent

93% of queries answered on first contact

99.5% system availability

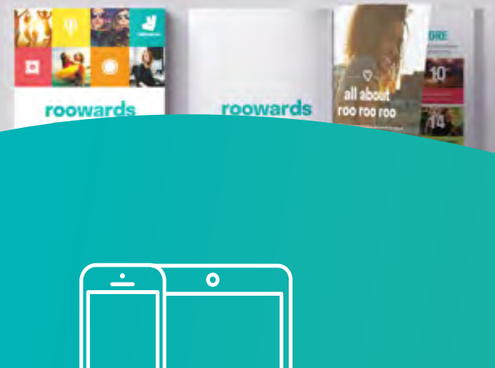


Comunications & Branding

In order to deliver an engaging brand we first need to understand:

- The population characteristics
- The scope of creativity
- The client brand
- The scheme objectives

We use the above to determine our direction when creating a scheme name, visuals and style. For each brand we develop, we create up to three options which range from safe and corporate to innovative and different.



Media

We have an in-house communication team able to deliver whatever communications you require. We will develop a bespoke strategy based on:

- The population characteristics
- The scheme objectives
- The budget
- The timing

Typically this would include a combination of face-face, online and offline channels. Our prime considerations will be around reaching all employees and delivering the right level of information at the right time.

There is nothing like chatting things through, so if there is anything you need to clarify, we are on hand for your questions.

We look forward to speaking soon.

Benefex ™
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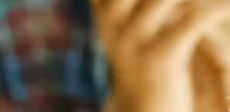
Clients you will join



Our trophy cabinet

2019

European Employee Engagement Awards

Employee Engagement company of the year - *PKF Cooper Parry*

Employee Benefits - *PKF Cooper Parry*

SMB Winner - *PKF Cooper Parry*

Highly Commended categories:

Employee benefits - *Skyscanner*

Bank of England for the Public sector award - *Skyscanner*

2018

The Employee Engagement Awards

Vendor of the Year 2017

Employee Benefits

Best staff travel benefits – Winner – *Skyscanner*

Best alignment of benefits to business strategy-Winner – *BT*

Best flexible benefits plan – Winner – *Skyscanner*

Best benefits communications – large employer – Winner – *BT*

Overall Awards winner – Grand Prix – Winner – *Skyscanner*

Highly Commended categories:

Best Healthcare and wellbeing benefits – small employer – Highly Commended – *Skyscanner*

Best benefits communications – small employer – Highly commended – *Holiday Extras*

2017

The Rewards

Employee Benefits Provider Award

ACQ5 Global Awards – International

Company of the Year (Workforce Engagement)

Gamechanger of the Year, Matt Macri-Waller

Employee Benefits

Best Benefits Communications for a small employer – *Plusnet*

Best Flexible Benefits Plan – *Plusnet*

Influence HR Award

Best visual brand | Best video

Best website | Best in show

2015

London Stock Exchange

100 Companies to Inspire Britain 2015 – *Benefex*

VIB Awards

Best Reward Communications – *E.ON*

Workplace Savings and Benefit Awards

Flexible Benefit Provider of the Year 2015

2016

Living Wage Foundation

Accredited Employer

Technology Innovators Awards 2016

Best Reward and Benefit Provider – UK

CV Excellence Award for User Friendly Technology – UK

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