



Find your perfect fit -

Achieve your ROI using Creative Engagement

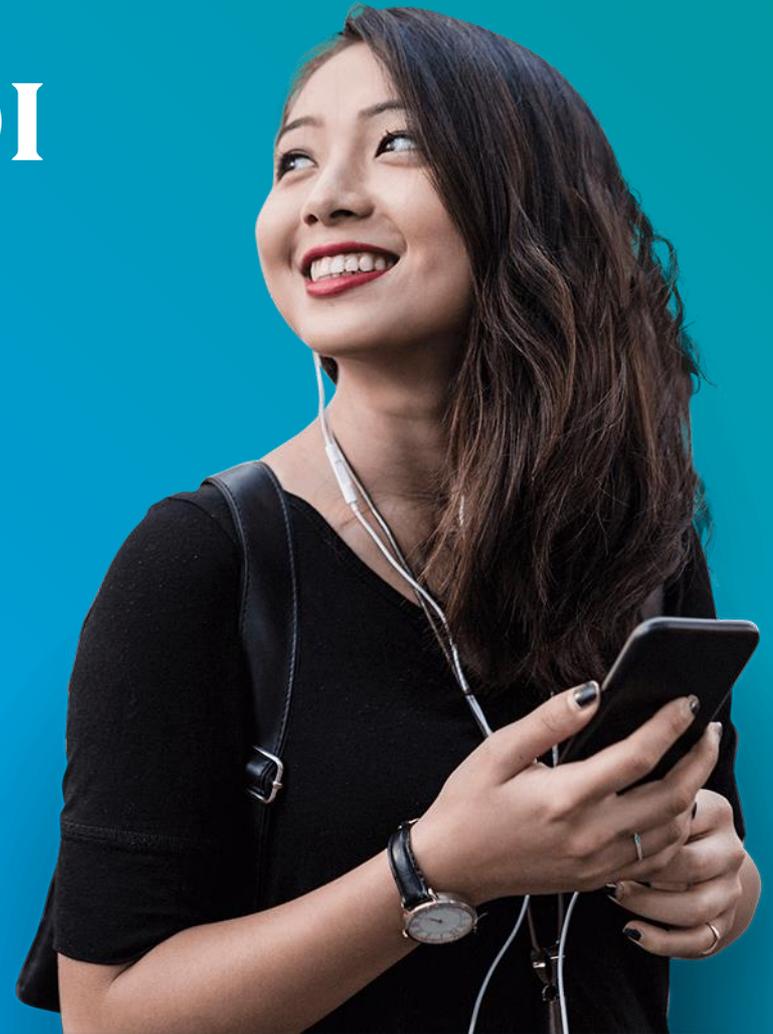
29 April 2020

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With you today



Emma Bassett
Head of Client Strategy



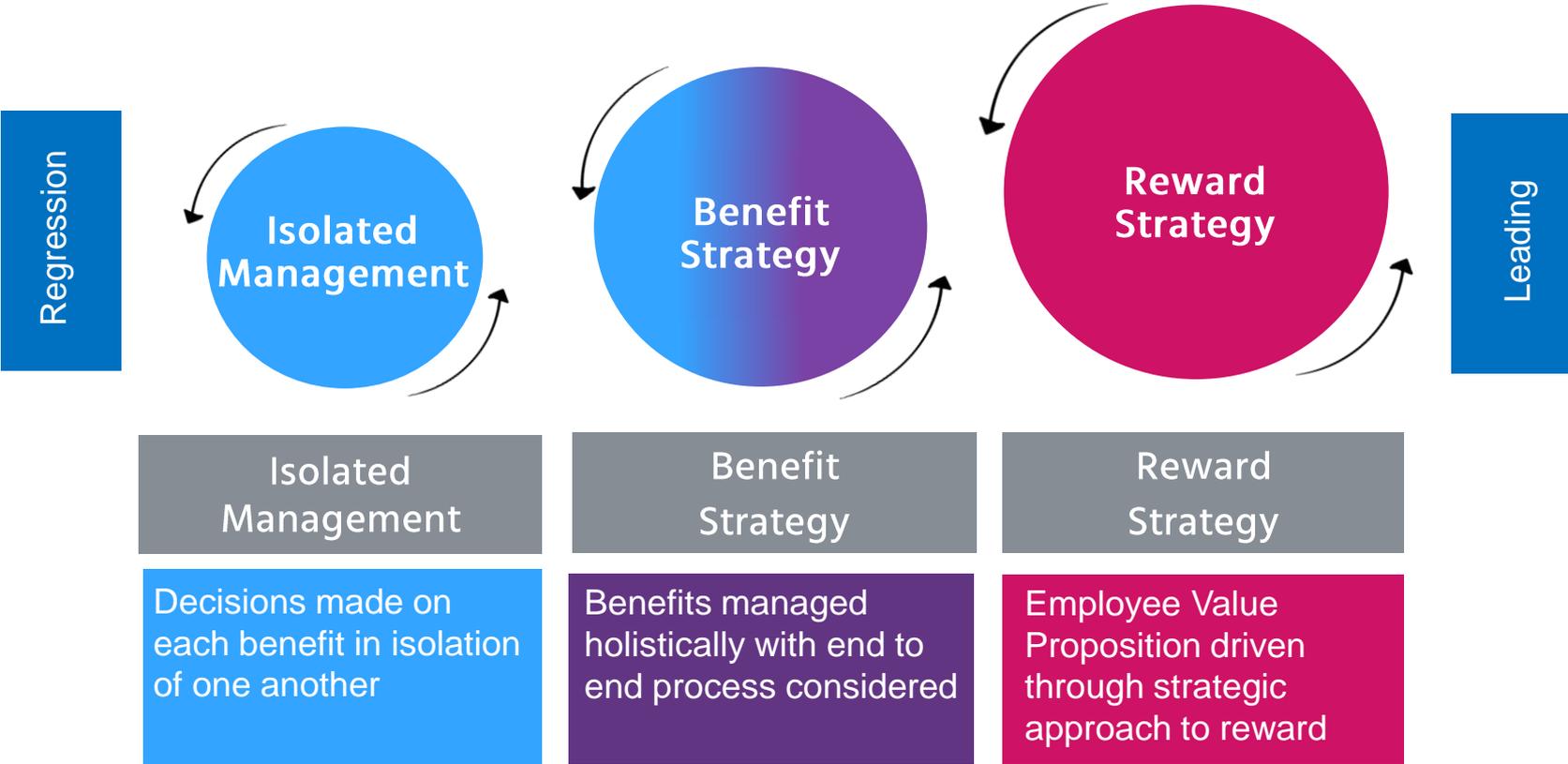
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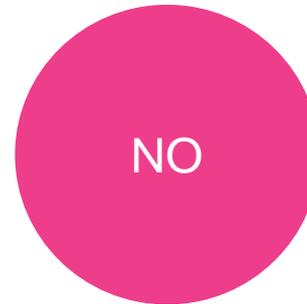
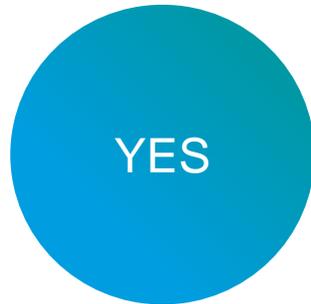
Reward and benefits journey

Acknowledging the different stages



Let's take a poll....

Has the current crisis with Covid-19 made you question how well you connect with your employees?



A reminder of the challenge

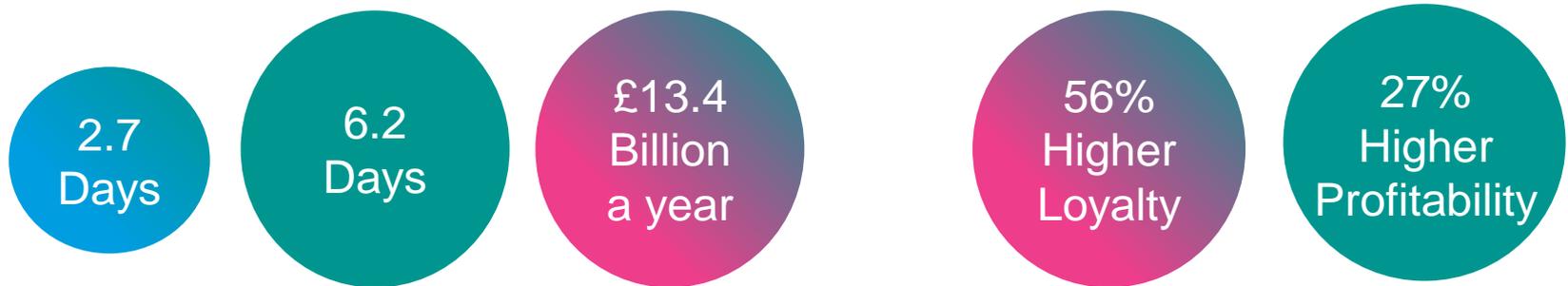


80%

of companies ranked employee engagement as their top objective for their benefit programme

Source: Thomsons' UK Employee Benefits Watch Report

A more engaged workforce equals results



Engaged employees in the UK take an average of 2.7 sick days a year; the disengaged take 6.2 days a year. The CBI reports that sickness absence costs the UK economy £13.4bn a year
(CBI)

Organisations with highly motivated employees are 56% more likely to have higher than average customer loyalty and 27% more likely to report higher profitability
(Gallup)

A new reason to engage employees

- Recruitment
- Retention
- Reputation
- Productivity



A new reason to engage employees

- Recruitment
- Retention
- Reputation
- Productivity
- Connection in a crisis



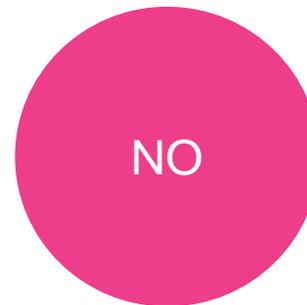
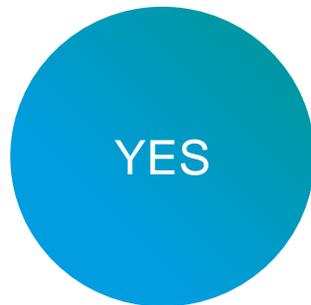
Why employees don't engage

- Business noise masks your message
- Messages don't feel relevant
- Communications focus on the wrong things
- Employees struggle to navigate choice
- Process is too complicated and not communicated well
- Employees don't know where to go for information
- Employees don't trust the message



Let's take a poll....

Do you think employees are connecting with your current communications?



Practical solutions and things to consider



Why employees don't engage



Pain Point 1 – Business Noise:

- Tone of voice is not relatable and comms get lost in email traffic



Case study – Global aerospace and tech company



Challenges:

- Disengaged population
- Comms are too generic
- Low uptake on benefits



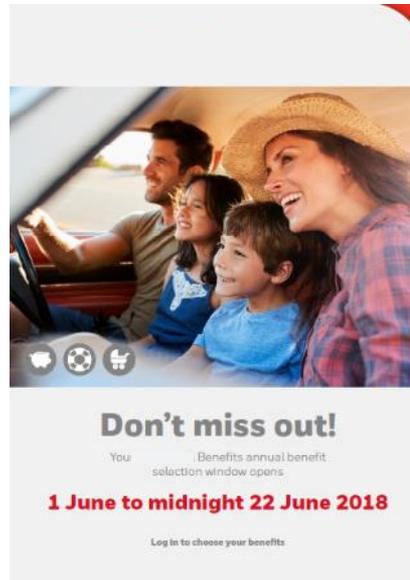
Approach:

- Revamp tone of voice
- Adopt a new striking brand
- Get specific with data



Measurement:

- 20% increase in benefit uptake
- 90% login rates



2018



2019

Why employees don't engage



Pain Point 2 – Outcome is not clear:

- Employees don't get the relevance to them



Case study - Global media & entertainment group



Challenges:

- Audience were not engaging with EAP
- Highlight everyday uses
- Reposition EAP from irrelevant benefit to helpful tool



Approach:

- Identify a tone of voice that would resonate with the audience
- Make benefit accessible
- Design a fun and engaging campaign



Measurement:

- Increase in calls made to EAP services



Why employees don't engage



Pain Point 3 – Outcome is not clear:

- Employees can't navigate choice



Case study - Industrial manufacturer



Challenges:

- Employees stuck in a rut
- Help them engage with options and make informed choices



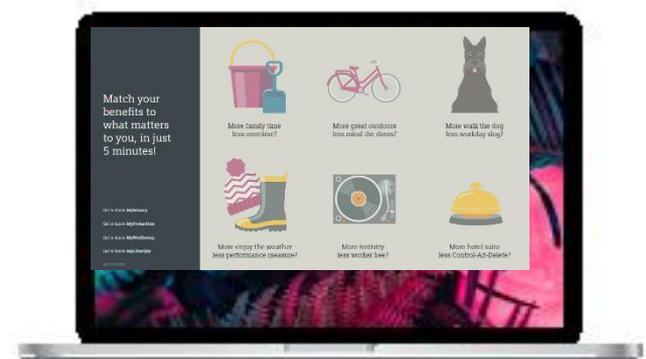
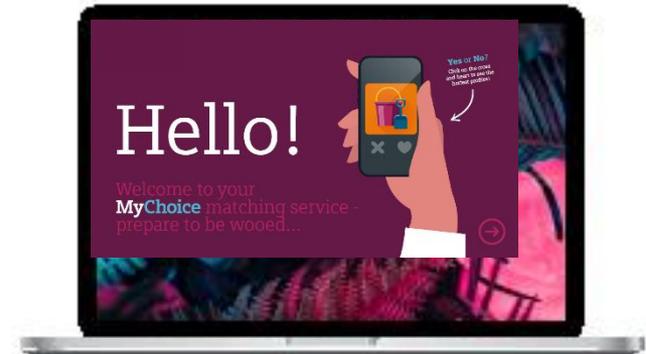
Approach:

- Use 'people like me' personas
- Deliver in an interactive format
- Put at the centre of a campaign



Measurement:

- Tracked 46% downloads
- 11% increase in engagement with benefits



Why employees don't engage

Pain Point 4 – Process is a barrier

Case study - Global beauty brand

Challenges:

- Paper based and time consuming processes
- Employees not fully engaged with benefits proposition



Approach:

- Create easy to follow collateral to help simplify processes
- Encourage employees to embrace digital
- Follow brand guidelines but make comms stand out



Measurement:

- 80% boost in engagement levels
- 30% reduction in HR queries

How to Change your MyELChoices Password

Changing your password is easy. Simply log into MyELChoices and follow these simple steps.

Forgotten password

Click on the "Forgot your password or username" link.

Enter your email address that is associated with your account - this could be your work or personal address.

You will receive an email to your email that will help you change your password and log back in.

Make sure you meet all the password criteria listed.

Updating your password

Click on the My Profile icon and select Profile & Account Settings from the drop-down menu.

Scroll down the page to Account Settings and click on Change Password.

Enter your Current Password and New Password. Make sure you meet all the password criteria listed.



MyELChoices on Your Mobile

Follow these easy steps to access MyELChoices on the mobile device of your choice.

iOS users

1. Tap the MyELChoices icon.

2. Tap the Done (or Done) button at the bottom of the screen.

3. Select "Add to Home Screen" and tap Done.

4. Tap the "Add to Home Screen" icon.

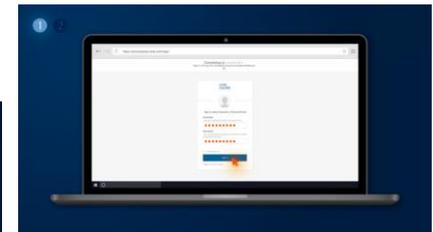
Android users

1. Tap the MyELChoices icon.

2. Tap on the Share icon (or see available options).

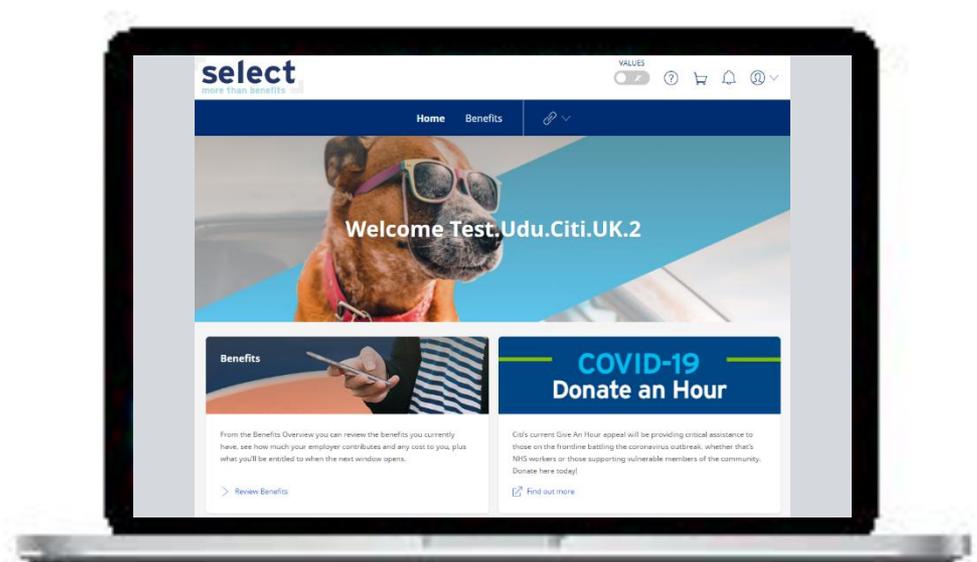
3. Select "Add to Home Screen" and tap Done.

4. Tap the "Add to Home Screen" icon on your home screen.



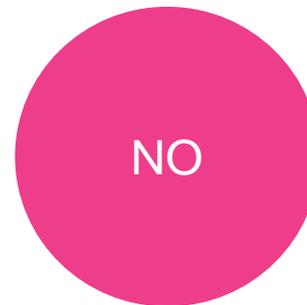
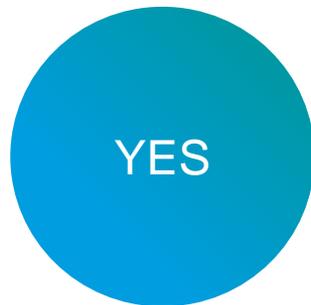
Connection in a crisis

- You stand out against business noise
- Messages feel relevant and focus on the right things
- Process is clear and communicated well
- Employees know where to go for information
- Employees trust the message



Let's take a poll....

Do you think employees are connecting with your current communications?



Q&A

Please type your questions in the Q&A section of the toolbar and we will do our best to answer as many questions as we have time for.

To submit a question go to the floating panel at the bottom of your screen, click the circle which contains the three dots and select Q&A. Please make sure you send questions to "all panelists."

Feedback

Please take the time to fill out the feedback form at the end of this webcast so we can continue to improve. The feedback form will pop up in a new window when the session ends.

Things to take away

- Clear and consistent signposting of information
- Small changes can make a big difference
- Measure your progress



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