

TOP



BENEFITS

Discover which benefits are the most popular among
HR professionals from all over the world



ABOUT THE SURVEY

How does the modern employer approach their employee benefits and rewards strategies? Today's employee is a complex entity – more mobile than ever, difficult to pin down and with ever-growing expectations as to what they feel their employer should provide.

We wanted to hear what the experts had to say. That's why we surveyed 1,195 HR professionals from over 40 countries worldwide to find out what tops their employee benefit wishlist.

The result shows us that each person is unique – with different wants, needs and expectations. Above all else, today's employees crave choice, flexibility and autonomy in executing their own decisions.

At Benify, we're passionate about this philosophy. It's what powers our award-winning portal. It's also what makes us the number 1 provider of employee benefit solutions across many of world's most exciting workplaces.

WHAT DO WE DO AT BENIFY?

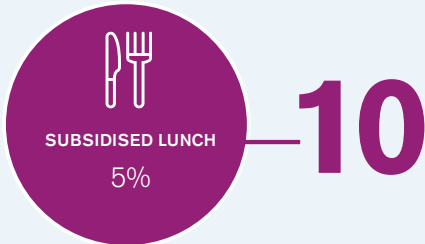
At Benify, we have built the world's smartest compensation and benefits portal. Our award-winning solution supports a network of over 900,000 employees at many of the world's biggest employers. We help our clients to provide tailored employee compensation- and

benefit solutions which integrate local tax regulations, cultural preferences, as well as any company-specific benefits. All packaged smartly within a personal portal which is available to the employee 24/7 via desktop, smartphone or tablet.



RESULTS

Using the resulting data, we have been able to compile a definitive list of the top 10 most popular employee benefits according to HR professionals. The results, in descending order, are as follows...



SUBSIDISED LUNCH

5% of all participants identified employer-subsidised lunch options as their favourite workplace benefit. Workplace lunch subsidies are on the rise. Modern employers are eager to provide this option to their employees. Why? Studies suggest that employees who are regularly treated to a varied and diverse diet each lunchtime are more likely to perform better in their daily work.

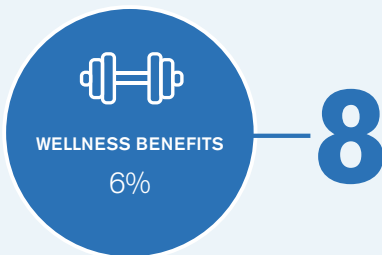
TRAVEL DISCOUNTS

The call to adventure excites us all – including 5,5% of all HR professionals. Whether a quick weekend getaway, or an extended summer vacation – many employees will value an employer who can help to realise that possibility. At Benify, we offer our clients an exciting variety of travel, hotel and car rental discounts – all from leading market providers.



TOP 3 EMPLOYEE TRAVEL DISCOUNTS

- Hotels
- Package holidays
- Flights

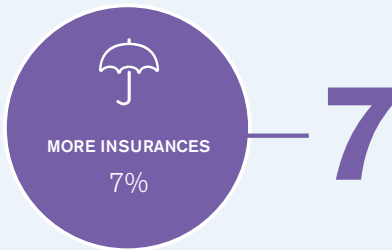


WELLNESS BENEFITS

Health & wellbeing continues to be a popular theme with employees – including 6% of all surveyed participants. Promoted in tandem with a company health policy, wellness benefits can actually be effective in reducing the number of employee sick days. In the Nordics alone, our clients' employees each spend an average of nearly €300 on wellness benefits through their Benify portal.

TOP 5 EMPLOYEE WELLNESS BENEFITS

- Gym & fitness
- Massage
- Lifestyle counselling
- Naprapathy
- Athletic events



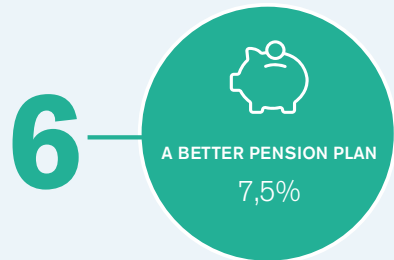
INCREASED INSURANCE COVERAGE

7% of all HR professionals opted for the security of more employer-provided insurances when asked what topped their wishlist. At Benify, we offer our clients a range of group life insurances from leading providers. This allows them to offer their employees better protection against personal sickness, injury or redundancy.

+90% OF OUR CLIENTS SHOWCASE EMPLOYEE INSURANCES THROUGH THEIR BENEFIT PORTAL

A BETTER PENSION PLAN

7,5% of HR professionals revealed that their pension lies closest to their heart when it comes to employee benefits. As the public pension landscape gradually changes – today's employers are expected to play a greater role in securing better pensions for their employees. At Benify, we provide our clients with Lifeplan, a modern online pension robot-advisor.



USERS PAY AN AVERAGE OF 2% LOWER PENSION FEES WITH OUR AWARD-WINNING ROBOT ADVISOR LIFEPLAN



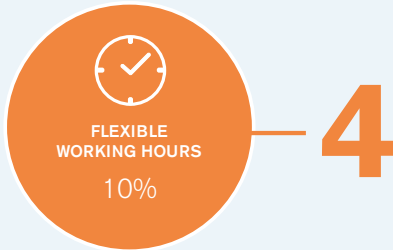
CHEAPER COMMUTING OPTIONS

The fifth most popular benefit for HR professionals were easier mobility solutions and better commuting options. Modern employers are continuing to find new ways to cater to a more mobile workforce – through affordable commuting passes, company cars, bikes and eBikes.

These trends are also closely linked to local cultural preferences. For example, Volkswagen continues to be the employee car of choice for most Germans, whereas employee bikes are still extremely popular in the Netherlands – even in spite of recent changes to the tax model.

MOST POPULAR EMPLOYEE CAR PER MARKET

-  Volvo
-  Volkswagen
-  Peugeot
-  Volkswagen
-  Volkswagen
-  Peugeot
-  Skoda
-  Ford



FLEXIBLE WORKING HOURS

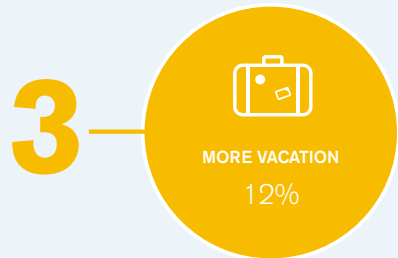
1 in every 10 HR professionals said that they would value flexible working hours more than any other workplace benefit. A mobile working approach is the foundation of the modern employer. In a bid to give employees greater freedom to manage commitments at home, today's employers are finding new ways to avoid the standard nine to five – such as off-site working and flexible working hours.

PERCENT OF EMPLOYEES THAT ARE OFFERED FLEXIBLE WORKING HOURS



MORE VACATION

12% of those surveyed ranked more vacation time as the benefit which tops their wishlist. The average employee's vacation allowance will usually be influenced by their industry, job role and number of years' service. Sales employees, for example, will enjoy up to 5 more vacation days than colleagues in other departments. At Benify, we give our clients the tools so that their employees can manage a more flexible vacation allowance.



MINIMUM ANNUAL VACATION DAYS



A BETTER WORK-LIFE BALANCE

14% of all participants identified a healthy work-life balance as that which tops their wishlist. The provision of a healthy work-life balance is an integral part of a strong employer brand. To achieve this, modern employers are choosing to offer their employees more parental leave and things such as household cleaning subsidies – making their job more compatible with the day-to-day challenges which life brings.

TOP 5 WORK-LIFE BENEFITS ENJOYED THROUGH BENIFY

- Commuting discounts
- Home cleaning
- Home grocery delivery
- Life coaching
- Legal support



GREAT COLLEAGUES

And the thing which tops most HR professionals' wishlists? Almost 1 in every 5 of all HR professionals whom we asked, said that they placed great colleagues on the top of their wishlist. How do today's employers attract and retain great colleagues? Through strong employer branding, of course.

Building a strong employer brand begins from within. Ask most employees, and they will say that they want to work in an environment which is thriving, and where people have a genuine love for what they do. This is what we do best at Benify. We commit to helping our clients to make it great at work – by providing solutions which increase engagement, choice and flexibility for each of their employees.

