

# 12 REASONS TO BENIFY YOUR COMPENSATION AND BENEFITS MANAGEMENT

Make it Great at Work

with a Leading Global, Total SaaS Solution

for HR and Employees



## WHY BENIFY

Founded in 2004, Benify's smart technology helps companies around the world manage compensation and benefits and increase their employees' engagement in the organization's success. Through our cloud based total compensation and benefits portal, we make it Great at Work for millions of employees worldwide anytime and anywhere.

Employees can see and appreciate the true value of their total reward: salary plus the employer investment including benefits, insurances, amenities, paid time off, employment taxes, and even social events and celebrations. Employees can easily participate in offered insurances and benefits, as well as company activities- even giving feedback and taking surveys.

HR Managers can personalize communications with their employees while reducing administration of benefits and compensation. This means they can act more strategically with the employment offer, recruitment activities, training and development programs, performance management, and any area within the employee life cycle.

The Global Compensation and Benefits Director sitting at company headquarters gains a birds' eye view of how benefits are offered across countries for the organization's total employees. Costs, risks, and participation are easily analyzed, monitored, and presented for actionable management globally.

## A GLOBAL, TOTAL SOLUTION FOR EMPLOYEES AND HR

Benify creates a portal branded for your organization that becomes the go-to activity center where your employees can understand what it means to work for you. They can easily participate in all aspects of their employee experience, anytime and anywhere— through a desktop or mobile phone. They'll understand your mission and vision; read the latest announcements; and enroll in available benefits and activities. Offers and messages are personalized and targeted so that they only see what is relevant to them.

On a day to day basis, HR Administrators can:

- Target and personalize employee communications
- Ensure best interactions at each employee lifecycle touchpoint
- Raise awareness and appreciation of the total reward
- Increase insurance and benefits enrollments and participation
- Ease administrative and reporting burdens

The Global Compensation and Benefits Director can use the executive dashboard to gain an overview of benefits administration worldwide. He or she can:

- Analyze the benefit offering and associated employee participation globally— or filtered by individual, region, or country
- Monitor and control administrative costs and policies
- Gather statistics and filter data-- plus download reports
- Select information for visualization via executive presentations

## BRANDED COMMUNICATIONS

At Benify, we aim to simplify HR processes, maximize employee engagement, and improve employer branding. Our tailored, company-branded portals are designed to reinforce our clients' unique personalities and differentiate them from their competitors. Our in-house experts ensure that: color schemes, logos, fonts, graphics, photo selection, and the content and its presentation, all match the organization's identity. In short, we not only give managers smart tools to administer benefits and inspire their employees throughout their journey, but we make employees feel— no matter where they are located— that they are part of an exciting organization and a key to its success.

## INDEPENDENT AND AGNOSTIC

Benify is neither owned nor influenced by any third parties (e.g. an employee benefits consultancy). This makes our service 100% neutral, genuine, and honest. Our capabilities are not limited to any pre-existing relationships or contracts, nor do we make any financial gain from any transactions or partnerships with third party suppliers. We work internationally with leading benefit and insurance suppliers, as well as HR Information Systems (HRIS), to secure the best possible market rates and client solutions. Our uncompromising loyalty is to our clients so that we can work side-by-side in creating an engaging hub where in all aspects of the employee experience can be accessed.

## INTEGRATES EASILY

The Benify portal integrates with any HRIS, payroll, and benefit and insurance suppliers already in place. HR leaders are no longer limited to what back office information systems offer. They instead have a powerful tool for administering and analyzing benefits and activities— plus an engaging platform with which to attract, motivate, and retain talent. The result: effectively managed benefits strategies that increase competitiveness and enhance employer branding. And, because it is a SaaS solution, any updates and enhancements to the portal are rolled out automatically and globally.

## AND, WE'RE ISO 27001 CERTIFIED

Safeguarding our client's personal data is our number one priority. We're internationally certified in information security management systems – meaning that your information assets are in safe hands. We adopt a systematic approach to data security across every corner of our organization – from our people, to our processes, and in our IT systems. We're also an industry leader in data security. The ISO/IEC 27001:2013 standard guarantees a framework of safeguards against online and physical security risks – such as cyber-attacks and unauthorized access attempts. It also sets Benify apart as industry leader when it comes to information security and data protection.



**benify**

Founded in 2004, Benify makes it Great at Work for millions of employees in 30 countries and in 20 languages— and counting.

Here are 12 reasons why you need an independent technology solution from Benify to enhance your Human Resource Information Systems. We pick up and partner with you after their back office services stop:

## 1. MANAGE AND ADMINISTER BENEFITS

***Manage your employee benefit packages globally and inspire employees to participate in your employment offer.*** With the Benify portal, you gain an overview of what you offer employees across all your locations and markets. Our actionable analytics and reporting helps you manage what you have in place. You can set up automated eligibility filters with respect to rules and regulations— so that employees are offered only what you want them to access. You can track participation rates and understand what appeals to your employees so that you can monitor and adjust your strategies year over year based comparative benchmarking and precise metrics.

Randstad's Employer Brand Research 2017 global report, based on 160,000 respondents from 5,495 companies in 26 countries representing 75% of the global economy, states that employees around the world rate *attractive salary and benefits* as being the most important when considering a potential employer (58%). You already have an employee benefits package designed— or you work to design a new one each year. Regardless, your aim is to help your employees better achieve financial security and work life balance so that they can focus on their jobs. With our portal, we help you make your benefits strategy known and to simplify its administration, reporting, and analysis, too.

***The result of Benifying: Your employees will know what you offer and you'll know what's working and what's not.***

## 2. REVEAL YOUR INVESTMENT

***Show employees what you spend on them, from taxes and vacation days to pension contributions and health subsidies.*** Employees get much more than just salary- they just don't know it! From our Compensation Gap study, we found that 8 of 10 employees do not fully understand nor appreciate all that their employer offers. They point to salary and little else. When pressed to give a monetary value of their employer's investment in them, 66% could not do so accurately. This ignorance and the resulting underappreciation is significant: 33Euros of every 100Euros you spend on your employees is lost. With access to digital payslips plus a graphical visualization of their total rewards, employees are presented the information they need in a manner that is clear and transparent.

***The result of Benifying: Your employees get smarter about what they "get" from you and won't rush off to join your competitors, taking their knowledge with them.***



8 of 10 employees don't understand the extent of their employee benefits. Reveal your investment and make them say WOW.

### 3. MANAGE ACTIVITIES

***Skip the excel spreadsheets when monitoring and reporting registrations, orders, and enrollments.*** Your HR Departments are often understaffed as employment responsibilities become greater and even more complex. They must keep track of their activities, report on their plans, and prove a return on investment. Some even must monitor employees across time zones. To help ease their burden, we offer:

- Booking tools- for managing tickets, reservations, and education sessions
- Summaries- to collect RSVPs and activity registrations
- Reporting functions- to summarize and communicate benefit orders and activity participation
- Dashboard view- to analyze benefit take-up rates and portal login activity

Our automated tools are designed to be user-friendly and with intuitive interfaces. They will provide your HR managers with the ability to monitor and analyze employees' behavior plus report on them.

***The result of Benifying: Your HR Managers will save time and avoid headaches so that their efforts can be better spent bringing people strategies to life.***

### 4. MAKE IT MOBILE

***Give employees the convenience of portal access via their smart phones, whenever and wherever.*** Because it is a cloud solution, employees are not dependent on your organization's network for access to their portal. And with the App, they won't need to log in at a desktop, either— perfect if they're on-the-go or don't have access to a computer. They can receive alerts and messages and can even record and submit receipts all in the palms of their hands. While commuting, in between meetings, or over the weekend, your employees can:

- Register for insurances and benefits
- Manage their policies and orders
- Scan and submit receipts
- Gain advice and guidance
- Learn about offers and discounts
- Sign up for activities and trainings
- Keep on top of company news and events

It's all accessible and at their own convenience.

***The result of Benifying: Your employees will be sure to engage in their workplace even when they're far from it.***



No matter where you or your employees travel, the Benify portal is right at your fingertips. Access via mobile is easy and convenient.

## 5. TARGET COMMUNICATIONS

***Deliver relevant offers and personalized messages to your diverse employees.*** Your employees are a collection of talented individuals, belonging to three or four generations and all with different lifestyles, needs, and motivations. One size does not fit all when it comes to what activities, offers, and benefits they seek. MetLife's 15th Annual U.S. Employee Benefit Trends Study found that demographic shifts are disrupting the workplace and redefining employees' workplace expectations:

- ***The family is changing.*** From same-sex marriages to an increase in single working women, employee demographics have created big shifts and changing needs.
- ***Generational differences are no longer sufficient differentiators.*** There is a great diversity in needs within these groups: Millennials, Gen Xers and Boomers.
- ***Differences in education and salary.*** Varying levels of education play a serious role in understanding and buying into benefit packages. Those who earn less place a greater value on the role of benefits in providing job satisfaction.
- ***The gig economy is real.*** In an economy that sees disruption more and more frequently, jobs can look more like gigs. Employees expect to have several careers in a lifetime.

With the Benify portal, you'll be able to segment your employees and determine who is eligible for what and who you want to contact when. Filters can be set based on paygrade, position, gender, age, years of service, start date, geography, and anything else found in the employee user file. Only those eligible for particular benefits and offers will receive them. Announcements, reminders, and invitations are sent to only those who need to take action. To maximize impact, you'll be able to reach out with personalized messages and even to pre-set trigger messages based on behavior.

***The result of Benifying: You'll be able to increase participation, response rates, and click throughs each time you reach out with an invitation, offer, or reminder.***

## 6. UNIFY YOUR EMPLOYEES

***Make your employees understand what it means to be part of your organization, whether they're located in one or multiple locations— in one country or many.*** The portal is branded to match your company's logo and colors and it is given a personal url that relates to your name. Its welcome "landing" page gives all employees— and not just those working at headquarters— a consistent view of your organization. Some examples of how to visualize your identity and increase pride and loyalty in your organization include:

- State your vision and mission
- Include a welcome message
- Display financial statements
- Present news or links to press releases
- Incorporate social media feeds
- Add video messages from management
- Show film clips of recent activities

***The result of Benifying: Your employees' sense of pride in your organization grows, and even your far-flung employees will feel like they're part of the family.***

## 7. INNOVATE YOUR OFFERING

***Discover new ways to motivate and inspire your employees apart from salary raises.***

Benify continuously finds and contracts with suppliers to be able to offer clients and their employees benefits such as retail discounts; hospitality and travel deals; gym memberships; health and wellness support; mobility budgets and trade-offs; and much more. Our Benefits Marketplace is available as a way to enhance your benefits offering and keep you competitive as a desirable employer. We even work with our clients to solve their employees' commuting challenges. For example, we have handled scheduling and ticketing for employee transport busses. It's common for us to work with you to analyze your employee populations to best find the "extras" you may need.

***The result of Benifying: You'll be able to easily attract, retain, and develop the talent you need to safeguard your competitiveness.***

## 8. DRAW UPON DEEP LOCAL KNOWLEDGE

***Ensure that your tax, legislation, and compliance needs are met accurately and completely.***

Since being founded in 2004, Benify's strategy has been to help HR manage its compensation and benefits better. Understanding local tax requirements, employment legislation, and compliance rules has been key to delivering on our promise. For example, we know that if you have employees in Holland, one needs to understand how to manage a mobility budget and even a wider budget model. In Spain, our technology manages gross salary deductions for health insurance which is a challenge many HR departments meet. In fact, compared to other global solutions, we are the only company with deep local knowledge in multiple countries, and we take our know-how and apply it to any country your employees may be in.

***The result of Benifying: You'll be able to manage your employees' compensation and benefits globally with respect to local requirements.***



Add a little sparkle to your benefit strategies. Our Benefits Marketplace enhances and differentiates the employee offer.

Going global? Your benefits still have to comply to each country's regulations. A great idea: Draw upon our deep, local knowledge.



## 9. THINK: EMPLOYEE EXPERIENCE

***Affect your employees' view of you from every touchpoint: onboarding, exit, and moments in between.*** If you map each employee's journey and interactions with your organization, you will see that there are several opportunities to engage them in a positive and inspirational way.

- **Interview:** Show future employees their total rewards statements.
- **Onboarding:** Enable employees to order mobile phones or work clothing, contact their manager or mentor, and fill out employment forms.
- **Benefits:** Invite employees to take advantage in what you have worked hard to create.
- **Compensation:** Show employees their paycheck digitally with any effects of purchases or reimbursements.
- **Development:** Encourage employees to sign up for training courses, lunchtime seminars, educational sessions, management rotations, and even relocation opportunities.
- **Work Life:** Engage employees to participate in social events, charity drives, and contests.
- **Feedback:** Invite employees to answer surveys so as to give their opinions and even rate their experiences.
- **Exit:** Interview employees so that you find out why they are leaving and what they enjoyed during their time with your organization.

They're stakeholders— just like your customers— so make each interaction count.

***The result of Benifying: You'll grow your employees' loyalty and keep them contributing to your success.***

## 10. BOOST EMPLOYEE ENGAGEMENT

***Inspire employees to participate in all aspects of their work life.*** Having engaged employees should be the goal of every organization; however, engaged employees are actually rare. Gallup's most recent global research finds only 13% of employees worldwide are engaged at work. According to the latest State of the American Workplace report, just 33% of employed residents in the United States are engaged at work. Engaged workers differ from their apathetic or uninterested counterparts because of the extra effort they bring to their jobs: They go the extra mile, work with energy and passion, and feel a connection to their company. They are the people who will drive innovation and move your business forward.

The Benify portal makes it easy for HR to create the atmosphere and day to day life where employees can take part in their organization and feel satisfied and energetic. They can enroll in and manage their benefits, for a start. They can also learn about and register for events; take advantage of career opportunities; order insurances; and keep abreast of offers. Their feeling excited about work life and inspired by their role in the organization translates into improved business outcomes like increased productivity (17%), decreased turnover (24%) and decreased absenteeism (by 41%) (Source: Engagement's Effect on Key Business Outcomes, Gallup)

***The result of Benifying: You'll realize how easy it is to increase your employees' satisfaction, energy, and productivity.***

## 11. BE ECO-SMART

**Decrease your carbon footprint by digitalizing payslips and forms and encouraging environmentally responsible behavior.** Eliminate the paper waste, save money, and give your printers a rest. By using a technology solution to digitalize and visualize payslips you avoid the extra costs and processes of printing, packaging, and delivering physical payslips. Digitalizing policies, handbooks, FAQs, and brochures for download by employees means information is stored centrally and is accessible remotely. And with our reimbursement engine, even benefits requiring forms plus receipts can be managed with scans and uploads instead of paper and staples.

Furthermore, you can use the Benify portal to support your corporate social responsibility. It's easy to feature benefits and activities that work to protect the environment such as carpooling, mobility/transportation benefits with incentives for gasoline conservation, and bike rentals. You can even use the smart portal to organize recycling reminders and drives or announce charity events benefiting your favorite environmental causes.

***The result of Benifying: You'll signal to your employees that you are not only modern and eco-hip, but socially responsible.***

## 12. STRENGTHEN EMPLOYER BRANDING

**Influence how you are seen by your employees— and by everyone else.** You can impact how your organization is considered by those on the outside by ensuring your employees on the inside are both satisfied and inspired. After all, a company's reputation is key to its competitiveness but a reputation must always be protected.

The Benify solution ensures that you have a powerful tool to engage your employees and make them understand your investment in and focus on them— from salary and benefits to culture, vision, and career opportunities. This is especially important when companies operate in multiple locations and even countries and the concept of community becomes a challenge.

Whether or not improved employer branding is a goal defined by a formal strategy or is a result from varied activities based on an employee survey, it is the sum of employees' opinions. You can mold employees' opinions by positively engaging with them on a daily basis and within the hub that defines their worklife— their compensation and benefits portal.

***The result of Benifying: The public will adore you and everyone will want to work for you— even your competitors.***



Do you know what benefits your employees want?  
What inspires them to be productive and loyal?  
What do they say about you?

# WHY BENIFY?



**CUSTOMER INSIGHT**  
Rich knowledge of what engages HR and employees across countries and industries.



**GLOBAL PERSPECTIVE**  
Cloud solution unites several locations in one country or many.



**MARKET LEADER**  
Provides the most flex benefits in Europe. Globally, 800+ companies and their 900,000+ employees turn to us anytime and anywhere.



**CUSTOMER LOYALTY**  
97% retention rate because we evolve with your needs.



**ENDLESS POSSIBILITIES**  
Easy integration with HR systems and suppliers.



**SOLID EXPERIENCE**  
Great at Work for 14 years for companies and employees and for benefit suppliers, consultants, and brokers.



**REDUCED ADMINISTRATION**  
Proven processes minimize paper, errors, and headaches.



**LOCAL KNOWLEDGE**  
Cultural understanding and legal know-how in 22+ languages.



**SCALE UP**  
Design can be applied to new markets easily to meet expansion goals.



**FULL SOLUTION**  
Customizable, flexible technology improves employee communications, insurance take-ups and more!

## GLOBAL SOLUTIONS, LOCAL EXPERTISE

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