

Benefits communications: get your employees hooked!

Internal communications are becoming an increasingly busy space. As a result, many UK employers are struggling to communicate their benefits effectively to their people.

80%

YET

25%

of employers rank **benefits engagement** as their top objective

are **ineffective** at making their employees **aware** of the benefits on offer.

To get your benefits noticed, your communications must **hook employees in**. Here are our top tips:

1. Use emotion

Think about your benefits' key selling points and position them to inspire feelings of happiness, excitement or nostalgia!

Communicate the ability to **buy holiday** with the message of what employees can do with their extra days – whether that be the big trip they've always wanted to go on, or spending more time at home with family!

2. Spark a reaction

Make your communications **thought-provoking** and **goal-oriented** to encourage employees to really think about their benefits.

Communicate your **Workplace ISA** by asking employees 'What are you saving for next year?'

3. Be relevant

If something is happening to your employees right now, don't ignore it, use it in your messaging.

Send **Cycle to Work** communications in spring to encourage employees to take advantage of the great outdoors as the weather starts to improve.

4. Be relatable

Connect to your employees as individuals to make them feel valued, and help them see what's in it for them.

Send congratulations messages to new parents and use the opportunity to remind them about their new range of benefits such as **childcare vouchers**.

5. Keep it simple

Explain any difficult terminology and avoid being too wordy or corporate.

Send **visually engaging emails** and include links to further information on your benefits platform.

Once your employees are hooked on your benefits communications, they're more likely to:

Value their benefits

Understand how these benefits fit into their own lives

Engage with their benefits all year round

Leading to employees being **2x** as effective at **making good benefit decisions**.

Are you ready to get your employees hooked on your benefits? To find out more, speak to our Communications team or download our latest **UK Employee Benefits Watch report**.

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