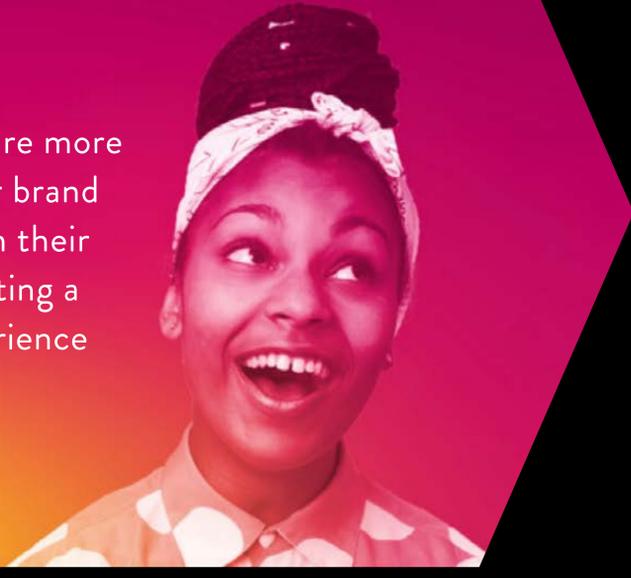


LOCAL VS GLOBAL—DATA AND OBJECTIVES IN EMEA

HR and benefits teams in EMEA are more focused on building their employer brand and learning and development than their global counterparts, although creating a globally consistent employee experience still comes out on top.



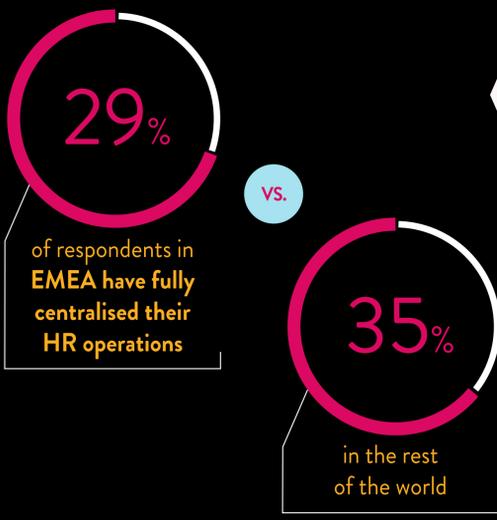
TOP HR AND BENEFITS PRIORITIES:

EMEA

REST OF THE WORLD



Yet employers in EMEA are not building the infrastructure needed to be able to effectively deliver on their top priority. **They are behind the curve when it comes to HR centralisation.**



With that in mind, it is not surprising that HR professionals based in EMEA are far less confident in the quality of their benefits data than employers in other regions. **It can be stuck in silos, with regions reporting on different metrics with different tools, without a global view of all activity.**



WE DO NOT RECEIVE QUALITY DATA:



The data available to respondents in EMEA is also less useful and offers fewer insights.



OUR ANALYTICS INFORMATION ONLY TELLS US WHAT IS HAPPENING, NOT WHY IT IS HAPPENING:



Employers in EMEA are also **3x** more likely **not to know how much they spend on benefits** per employee.



The **COVID-19 pandemic has changed life as we know it** and transformed the work experience for so many. In order to meet their goals of global consistency, becoming an employer of choice and increasing the skills of employees, HR teams in EMEA need to look at how they plan to deliver on those. **2020 accelerated many HR trends, of which centralisation is one.** Not only to be able to deliver consistency across a global workforce, but to **respond quickly to change, and to measure it's effectiveness with accurate, reliable and easy-to-access data.**

