

5 Top Tips for Reviewing your Employee Benefit Strategy

Establish clear objectives and outcomes

It's important to monitor and review your employee wellbeing and benefits strategy on a regular basis, updating it as staff, finances and tax benefit rules change. Equally, if your programme hasn't been looked at for a while, or you don't think it's quite fitting with your current team's goals, it's probably the right time that you reviewed it. **Determine what it is you want to achieve, both from an organisational and employee perspective, and consider where the current strategy isn't quite delivering.**



Listen to your team

As part of any review or redesign of a benefit strategy, it is essential to consult your employees for feedback on the current offering. **What do they use regularly or like to dip in and out of? What isn't included in the scheme that could be? What benefits aren't being utilised?**



Making changes to an employee benefit

Whilst introducing a new employee benefit is a relatively easy process, modifying or removing one is likely to require a little more consideration. **Is it legal, for example? Or will you need to consult an external body regarding employment legislation to ensure you're not breaking the law?**



Communication with employees

Communication is absolutely key. Many businesses overlook the comms campaign that should accompany the rollout of any new scheme or programme, and – ultimately – if staff take-up is low, no one will benefit. It's important any new schemes are communicated transparently and effectively to your team to ensure they get the most value out of it.



Measuring Success

When it comes to employee benefits, return on investment can be obvious and not-so-obvious. Consider areas such as **reductions in benefits spend, levels of absenteeism, uptake and engagement, and awareness and appreciation.**

