

## Communicating Staff Benefits Effectively

- 1) Understand your audience
- 2) Brand benefit packages and use visual communication
- 3) Keep benefit communications simple and help staff understand the options available
- 4) Coordinate communication about staff benefits
- 5) Prompt and remind
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Staff benefits are a significant cost of doing business. Communicating these benefits effectively can help your organization manage its costs. In fact, McKinsey research shows that communicating staff benefits effectively can reduce the cost of these benefits by up to 20 per cent each year.

In addition, communicating staff benefits well can help you retain good people, increase their productivity and boost their engagement. Research shows that staff rate their benefits as more important to securing their loyalty than their employers do.

Keeping your staff happy doesn't have to mean increasing the benefits you offer them. It may be as simple as communicating the benefits you already offer in a better way, so staff understand them and use them actively. In other words, you may need to market staff benefits more effectively.

### Tip 1: Understand your audience

When it comes to staff benefits, different staff demographics have different needs. For example, a young staff member is likely to be less uninterested in retirement benefits and more interested in the training and development options available. Similarly, staff with young families are more likely to be interested in family healthcare options.

Staff benefits are only valuable if they meet the wants, needs and expectations of individual employees. So survey employees to understand what they value.

Some staff will take part in an email survey but many will not. A desktop pop-up survey is an effective way to make sure as many staff as possible take part in important surveys about benefits. The SnapComms Pop-up Survey tool is delivered directly to the screens of groups your organization wants to hear from. It includes built-in recurrence options that continue to prompt employees until they reply.



Benefits communication tool: Desktop survey delivery

### Tip 2: Brand benefit packages and use visual communication

Brand benefit packages to help capture employee's attention, encourage them to use the benefits and to value the benefits you offer them.



Consider using screensaver messages as a visual way to raise awareness of the benefits available. Interactive screensavers let staff 'interact' with the visual messages that appeal to them. By clicking hyperlinks, staff can navigate to more information on the intranet or your provider's website.

Benefits communication tool: Screensaver messaging

### Tip 3: Keep benefit communications simple and help staff understand the options available

Remember that staff members are not experts in benefits. Use simple language and make communication meaningful. Help people see what's in it for them.

Use simple tools like tip sheets and checklists so that employees can choose information appropriate to their needs and interests.

Interactive FAQ forums let staff ask questions and understand more about the benefits available to them. The SnapComms interactive tools let you send desktop alerts to moderators to review certain topics. This means that people receive answers to questions quickly and the FAQ forum becomes a fast-evolving bank of benefits information. Tools like these can dramatically reduce calls to a benefit helpdesk and providers, and may reduce confusion. This will have a positive impact on productivity and encourage staff to use the benefits available.

Benefits Communication tool: Internal social media

## Tip 4: Coordinate communication about staff benefits

You may be using a range of vendors to provide your employee benefits. Build your vendors' communications into your own and make them easy for staff to find.

Articles in an internal newsletter can be a good way to communicate the benefits available to your staff and how they can use them. SnapMag lets employees submit their own articles and suggestions. This can make information more engaging and authentic. Different business units and even different vendors can submit articles into the magazine. It's easy to do: they choose the right category (set up by the administrator) and submit articles directly to the editor. The SnapMag editor then edits the articles (if needed) and approves them to be included automatically in the next edition of the newsletter.

When you publish SnapMag, you can deliver it directly to the screens of the staff groups you want to reach. Delivering the newsletter this way means employees are significantly more likely to read it compared to an e-newsletter sent by email.

Benefits Communication tool: SnapMag Internal Newsletter tool



## Tip 5: Prompt and remind

The SnapComms Desktop Scrolling Ticker tool lets you display important headlines and updates about staff benefits on the computer screens of the staff you want to reach. If an employee see a headline that interests them, they can click on it to navigate to more information.

Headlines on scrolling news tickers are another effective way to encourage staff to act on a message and remind them about important dates, like the deadlines for enrolling for specific benefits.



Benefits Communication tool: Desktop Scrolling Ticker tool

## Tip 6: Promote wellness programs

Wellness programs are an important part of a staff benefit package. If they encourage employees to change their behavior (e.g. to stop smoking), they can dramatically reduce the healthcare, absenteeism and productivity costs your organization faces.

Refer to : Effective Wellness Communication White Paper

## Tip 7: Put it all together

All internal communication programs need to use a range of different communication channels to reach staff, reinforce messages and engage with employees in the way they prefer. Communicating benefits is no exception. Some staff may prefer to visit the intranet and explore the benefit options available in detail. Some are too busy to check on benefits available to them or do not see these as a priority. Instead they may respond to a screensaver message which reminds them to do something.

Benefits communication tool: Screensaver messaging

### Related resources

- Wellness communication strategies and tools
- Internal brand communication

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