

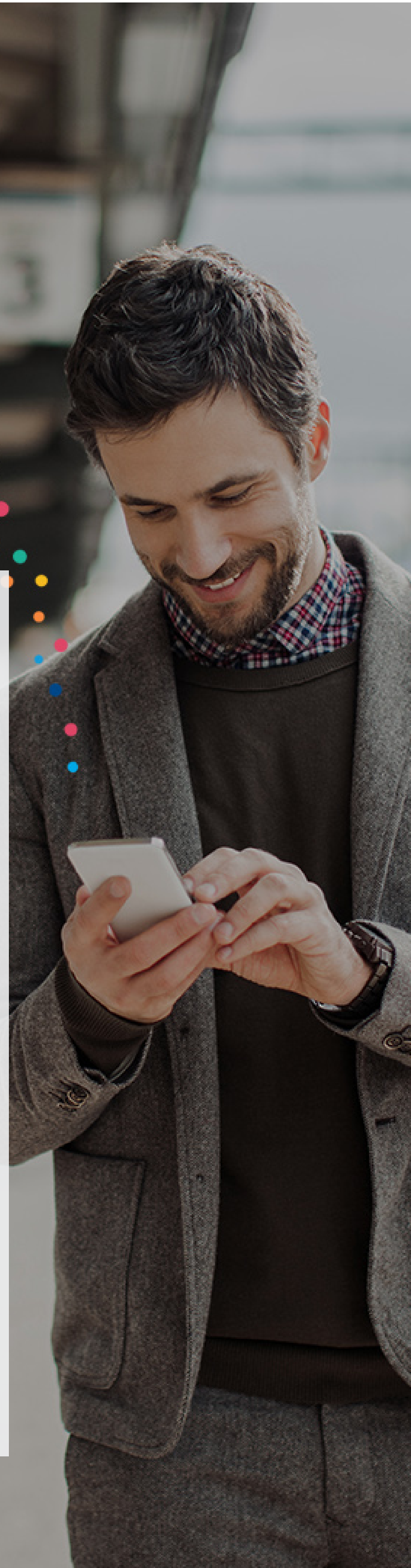


2017 YEAR IN REVIEW

Since 2004, Benify has been helping companies around the world make it Great at Work for their employees through smart compensation and benefits management. Through our innovative technology we help HR leaders communicate what they offer to their employees so as to engage them in their work life and inspire them to be active members of their organizations. With over 1,000 clients in over 30 countries and millions of users logging in, we continue to keep our fingers on the pulse of HR trends and market developments.

When we consider 2017, we look back at our learnings from the three key HR tech conferences in London, Amsterdam, and Las Vegas, as well as events we have attended in employer branding, benefits, and rewards. We learned from our partners in many markets and gained feedback from our customers at various events we organized, too. What we found, is that this past year, there were five areas that characterized the HR field in which we live. The resulting ecosystem is of course dynamic but gaining an understanding of trends is a great way to assess one year before starting the next.

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1 **Workers as Customers: Touchpoints Not Lifecycles**

For the sake of increasing retention and employee engagement, employers are moving beyond “just” creating attractive employee benefit packages and visualizing total reward for their employees. Employers have increasingly focused on making workplaces more inviting so as to encourage positive feelings and improved commitment. The workplace becomes a living representation of the organization’s culture as “worker experience” becomes as commonplace a term as “customer experience” and as employees’ satisfaction and willingness to recommend the workplace gains parity with that of “actual” customers. What has been an evolution of this thinking is that employers are now counting the number of touchpoints at each stage in the employee lifecycle to be improved, optimized, and enhanced.

2 **HR Ups Its Marketing Mojo: Insight Driven Programming**

Managing and promoting the employer brand; increasing effectiveness of talent acquisition; and advertising the company as a great place to work have all led to a coordination, overlap and even a combining of HR and Marketing practices. What has been especially interesting in 2017 is the focus on communication with the employee and understanding each’s priorities and preferences especially around benefits. HR initiatives have been increasingly based on employee feedback and learnings from insight studies and activities. As HR becomes more adept at using typical marketing practices, they finetune their roles in the organization as employee advocates by introducing the right programs and addressing the right issues-based on research.

3 **Employee Advocates: The New Ambassadors**

With the popularity of anonymous feedback hubs like Glassdoor, the role of the employee in promoting their company as a Great Place To Work has been and continues to be elevated. Taking this a step further, many companies have been actively encouraging employees to give those on the outside a taste of what it is like on the inside. To control and manage the organization’s image, and even influence talent acquisition: company Instagram accounts are passed around to document employee life at the organization; hashtags are earmarked to publicize company activities on Facebook; and employees are encouraged to share company news on LinkedIn. In short, employees are empowered to take their participation in company culture and to publicize it on every social network out there. In this way, they themselves become an extension of the company brand and serve as Ambassadors. With the emergence of platforms to manage (and measure) social sharing, companies even curate items for intentional spreading, turning their workforce into an army of “employee advocates”.

4 **HR Departments: Tech-Savvy Superheroes**

With the continued War on Talent and attention being paid to increasing employee engagement (levels hover around 30% globally), HR has the very visible role of finding solutions that produce positive outcomes. They are charged with not just developing the right people programs to attract, retain, and inspire talent, but to measure effectiveness— and in the most efficient way possible. Technology companies continue to provide a menu of tools to help these HR superheroes; the effect has been an emergence of a class of tech savvy HR leaders that turn first to applications and digital systems to help with everything from handling and analyzing recruiting and onboarding to benefits participation and performance reviews.

5 **Benefits Misaligned: Importance vs Satisfaction**

From our research, employees lack a basic understanding of the value of their employee benefits. They point to (just) salary when asked what they get from their employer. Employers, on the other hand, view employee benefits- including voluntary insurances and retirement planning- as a key way to improve talent attraction, retention and engagement. However, when what is offered is not known by employees, their appreciation and participation remain low. What is interesting is that when employees do focus on and assess their benefits offering, what they state is important and what they say they most appreciate aren’t necessarily the same. Knowing what is most valued and what can be better communicated could really help HR departments fix the mix and optimize benefits as an engagement tool.