



Delivering a compelling reward proposition with limited financial resources

Going beyond traditional 'Flex' to maximise employee engagement.



KentRewards
powered by rewardgateway



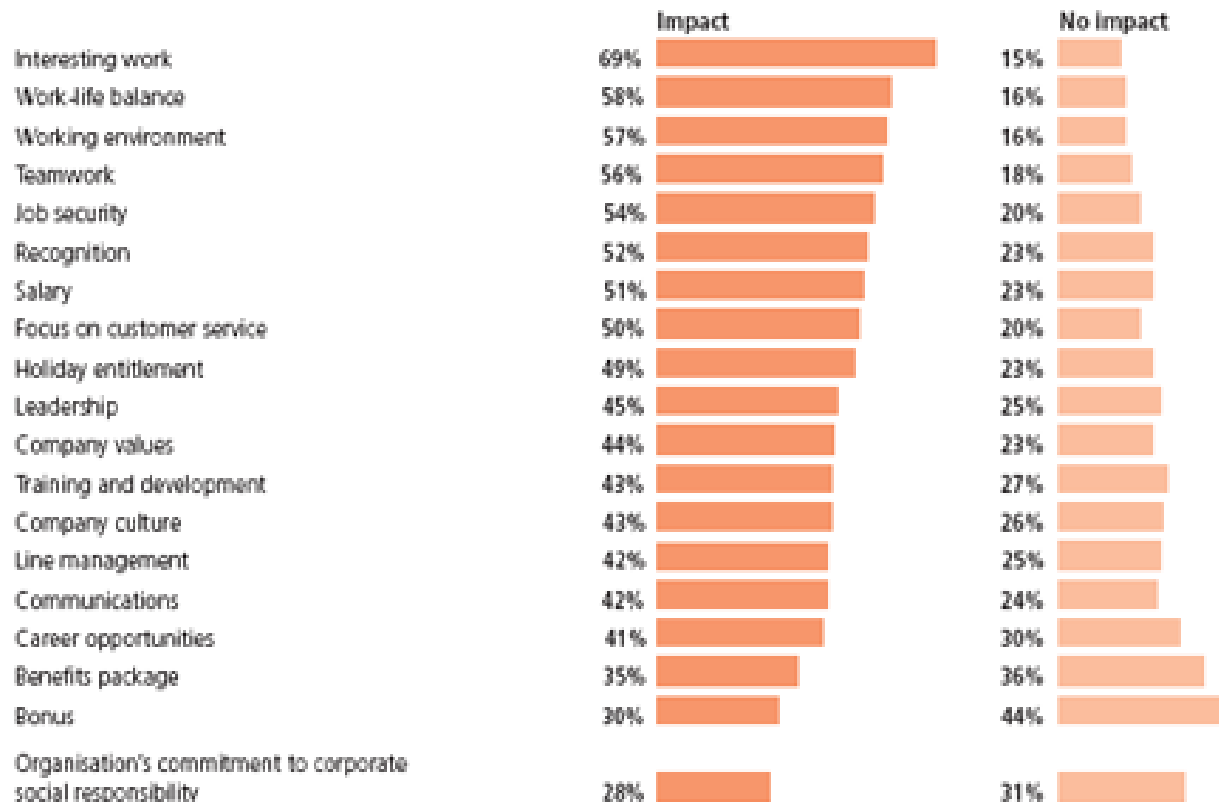
Meaningful Reward and Benefits without breaking the bank.....



Why bother ?



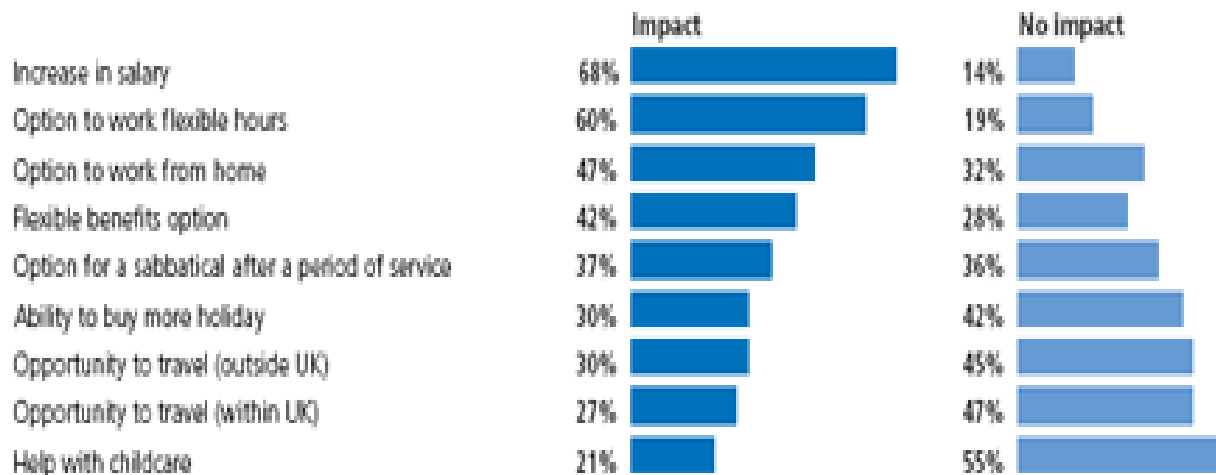
Factors impacting engagement with employers



The answer?



Factors that would impact engagement with employers



Sample for graphs: all respondents



The 'compelling reward proposition'



- Public / Charity sector demographics
- Cost
- Appetite
- Public relations
- Resource
- Value



Demographics



- High % female workers
- High levels of part time work
- (Usually) large geographically dispersed workforces
- Broad range of job roles
- Low pay (perception)



Cost

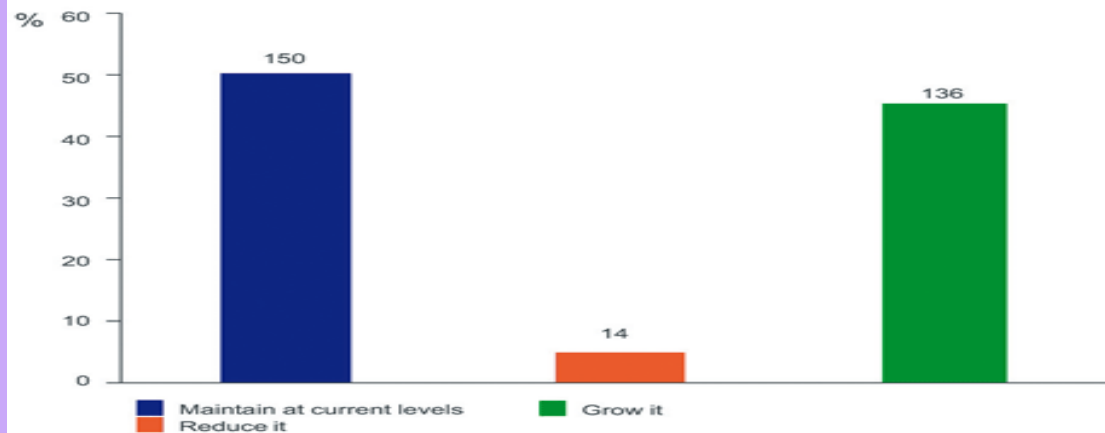


- Inflation currently 4.8% (RPI) 4.7% (CPI)
- Public sector pay freeze at 2%
- Unemployment 5.5% (and rising)
- Financial uncertainty

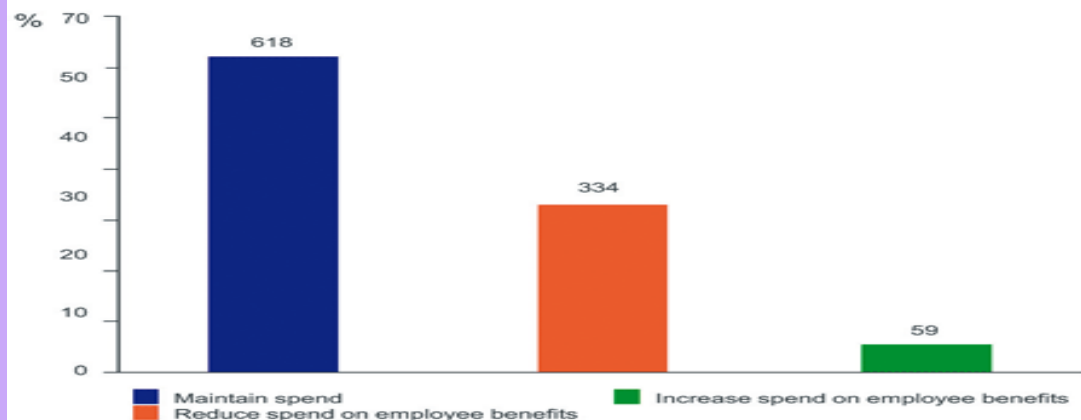




HR professionals - Which of the following are you planning to do with your employee benefits budget in the next year?



Employees - What do you think your company plans to do with their employee benefits budget in 2008?



Appetite



- Does your organisation understand reward ?
- Do your employees understand reward ?



Public relations



‘Town hall fat cats’

‘Spending the taxpayers money’

‘How much of my donation *really* goes to charity’

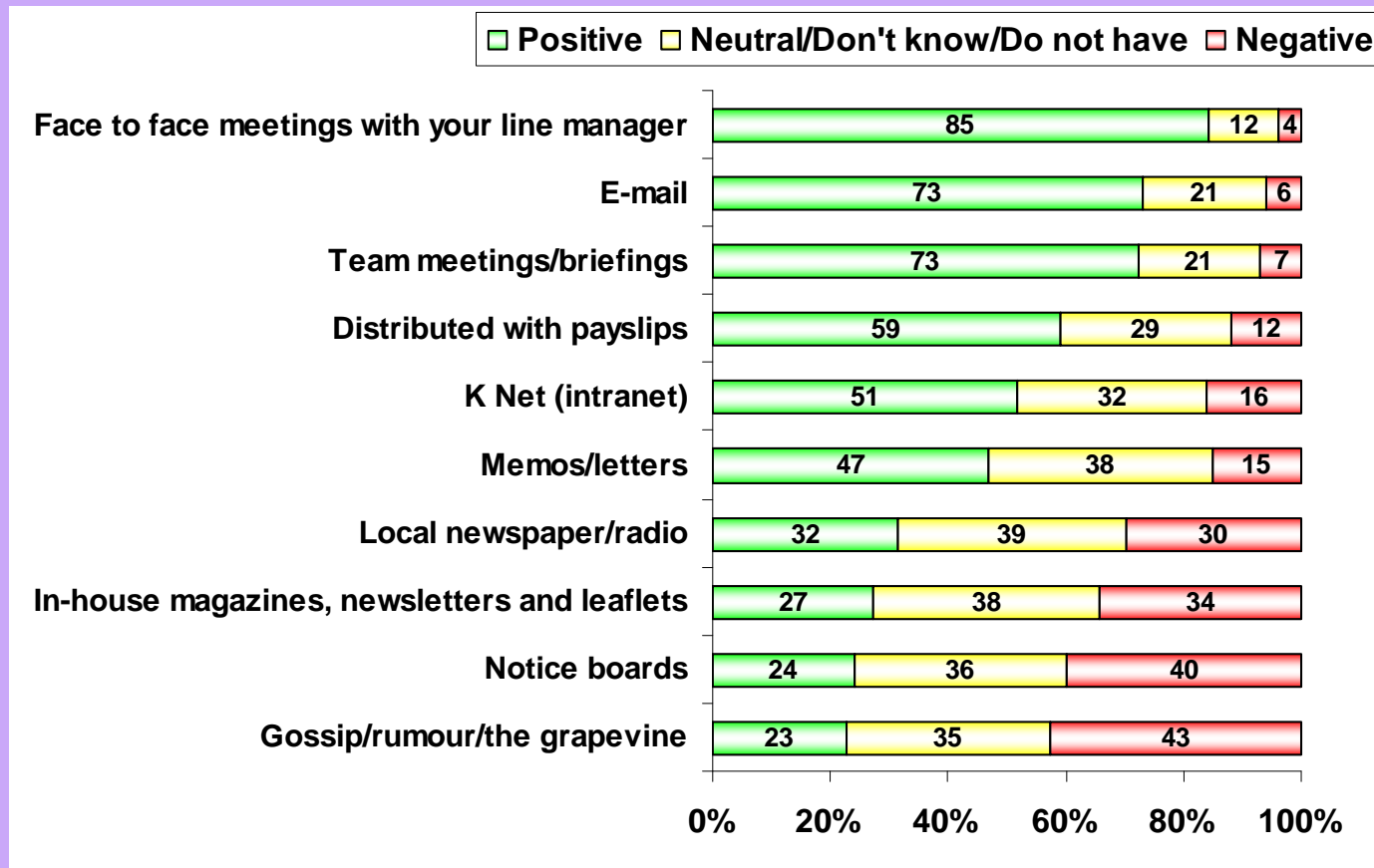


Resources

- Geography
- Communications
- Administration



Communications



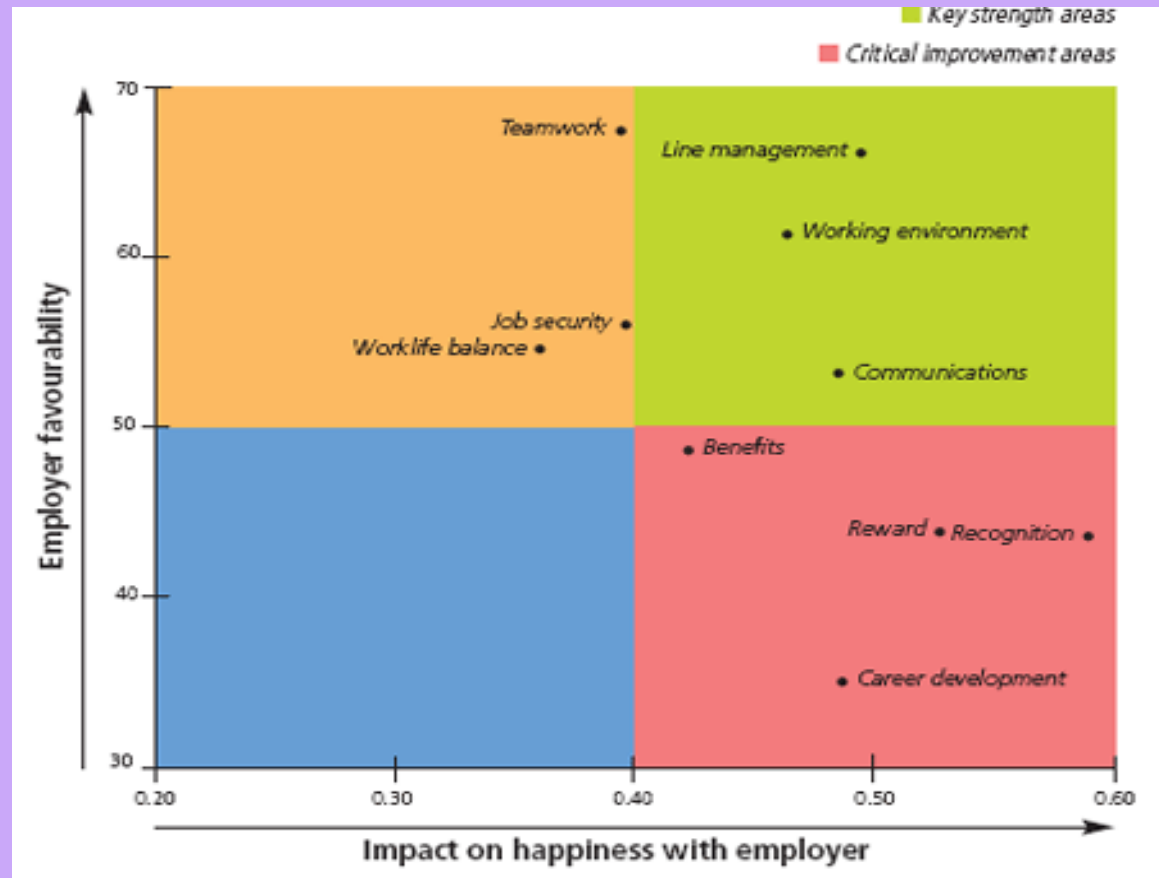
Value.... and measuring it



- Turnover
- Performance ratings
- Climate surveys
- Anecdotal evidence
- Scheme usage / cashback earned
- Revenue
- Advocacy



Making choices



To Flex or not to Flex



Flex

- Once a year elections
- Employer discounts for 'bulk'
- Traditional products
- Limited range
- Ease of administration

VB with Salary Sacrifice

- Open elections
- Employer discounts
- Something for everyone
- Limitless products
- Resource needed
- NI savings maximised

High Impact benefits

- Bonus schemes
- PMI
- Flexible working
- Discounts
- Pensions (pref Final salary or DB)



Nice to have benefits

- Free car parking
- Free counselling
- Free fuel (private use)
- Employee share schemes
- Season ticket loans
- Sports / Social club membership



Low impact benefits

- Life assurance
- Retail vouchers
- Healthcare cashplans
- Critical illness cover
- Lease cars or allowances
- Personal accident cover
- Optical care / vouchers
- Luncheon vouchers
- Income protection
- Crèche / payment for childcare



Kents package



- Wide range of voluntary benefits
- Salary Sacrifice (Cycle2Work, Childcare vouchers, mobile phones, green transport)
- Own products
- Employee paid healthcare
- Work-life Balance elements
- Personal development opportunities





Multi-award winning employee benefits from Kent County Council



KentRewards Savings, Discounts, Cashback
A huge range of savings at your favourite retailers

[Exclusive Savings](#) [Award Winning](#) [Welcome](#) [1000+ Retailers](#) [Supermarket Savings](#) [Discounts, Savings](#)

KentRewards

Welcome to your new look staff discount scheme. KentRewards now has a great new look, with easier navigation and access to more offers than ever before. If you were registered on the previous website you can log straight in using your previous details. If you have not visited before, [registration](#) only takes a minute and you'll have instant access to great savings and deals.

KentRewards now brings you

> More Choice

Over 1300 retailers with savings, discounts and Cashback. Great discounts PLUS Cashback PLUS discounted gift vouchers - there's lots to benefit from and its free for eligible users.

> Cashback

Automatically receive Cashback on your purchases from hundreds of online retailers including major brands and niche stores.

> Discounted Gift Vouchers

Purchase gift vouchers to spend in store and get extra free. Choose from many major highstreet stores.

Login (not registered?)

E-mail Address

Password

[Need Help?](#)

Login From Anywhere

KentRewards can be used from home or work, in fact anywhere with an internet connection. Just visit <http://www.kentrewards.co.uk/>.

Latest Retailers

- APH
- ANY JUNK? - Rubbish Clearance
- Alton Towers Resort
- Allen Carr (stop smoking)
- Airport Angel

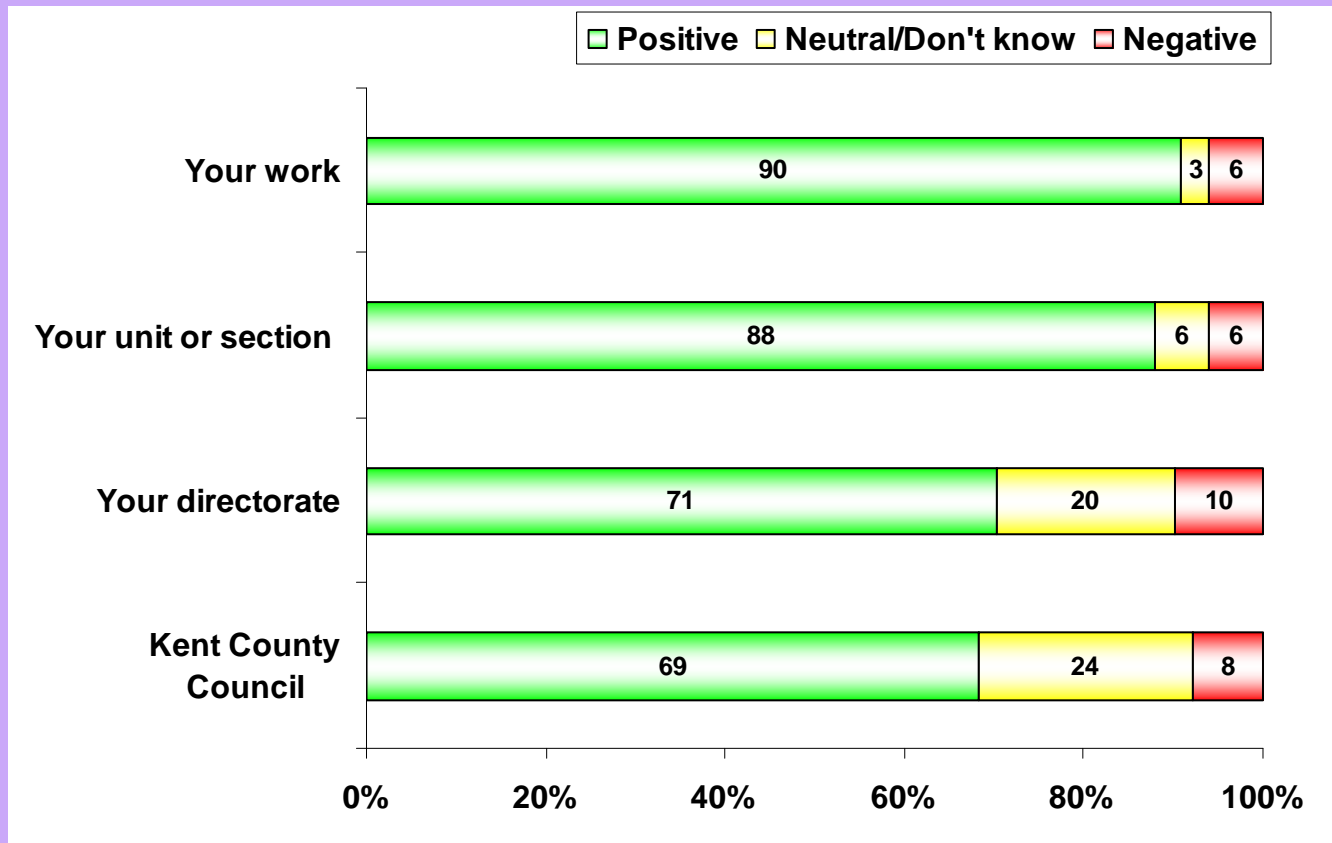
Popular Retailers

- Carphone Warehouse
- Next
- Dixons
- Currys
- Marks & Spencer

Why Should I Join?

- Free to all employees
- Savings at 1300+ retailers
- Online, phone and highstreet savings

The results – commitment to organisation





Results – financial for employees

- In 10 months employees have earned (in cashback) more than double what the VB scheme cost.
- Including Salary Sacrifice Savings every Kent employee has 'earned' 10 times what the scheme cost.
- By participating employee its 50 times the cost of the scheme.



Financial - for the organisation



- Increased revenue from salary sacrifice
- Documented lower turnover in groups taking salary sacrifice



Making it all add up



Revenues

Employee takes CCV at £243pcm for 1 year = £2916

Employers NI saving (approx) 10% = £292

Administration fee (4%) = £117

'Profit' = £175



Making it all add up



Revenues

- Employee takes part in Cycle2Work scheme = £400
- Employers NI saving = £40
- No admin fee
- Profit £40



Key Messages

- Strong business case (include measurables)
- Clear communication plan
- Encourage / act on feedback
- Strong supplier confidence
- Continuous development





Questions ?

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