Reward and Benefits in the Digital Age

Paul Bissell
Head of Reward & Policy
Three UK

Employee Benefits Live - 12 October 2016

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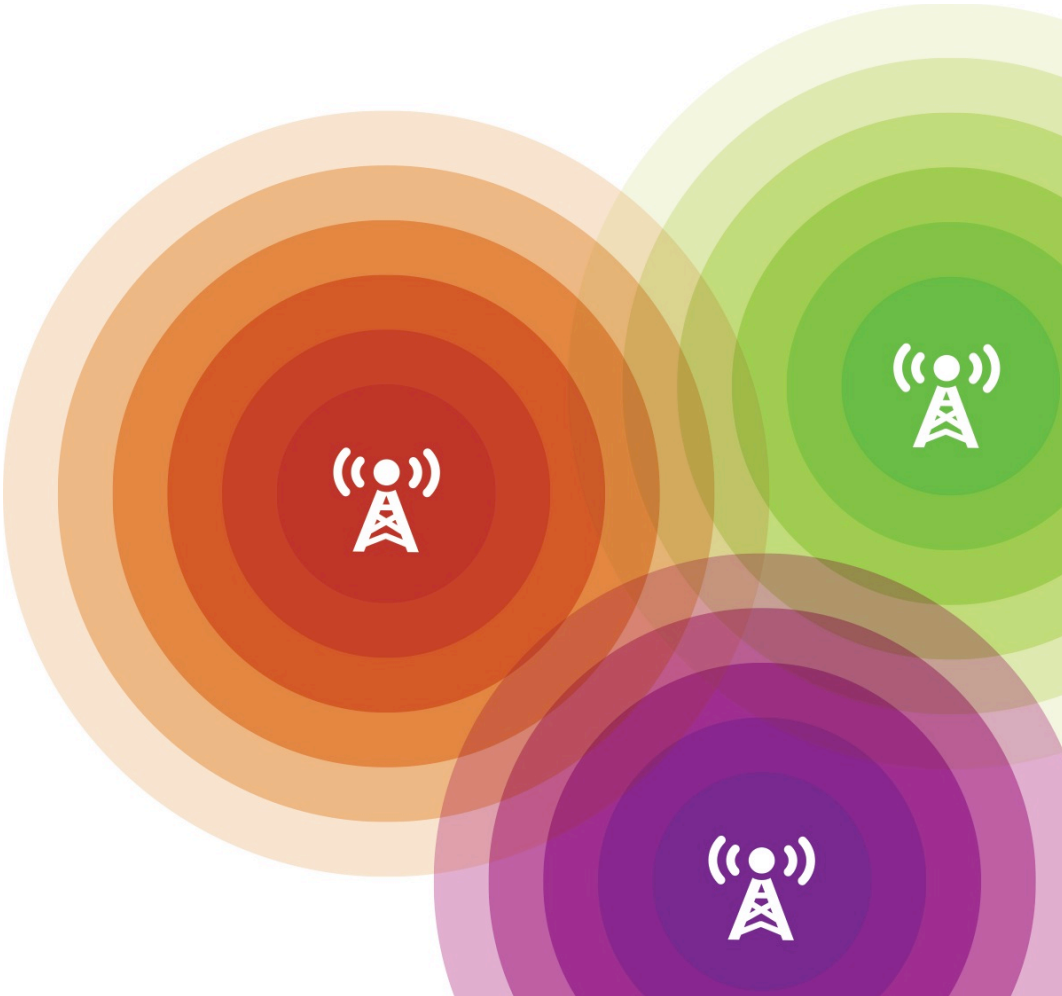
About Three.



“To challenge and change the way you use your mobile forever by creating an experience that is more useful, more entertaining and more valuable than the one you use today.”

Canning Fok, HWL Group Managing Director
March 2003

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Challenge on consumers' behalf.

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2003

2010

TWEET
LONDON
FROM
LAS VEGAS

2013

0800 free

2014

2009

TERMINATE THE RATE.ORG

2013

2013

4G at no extra cost.

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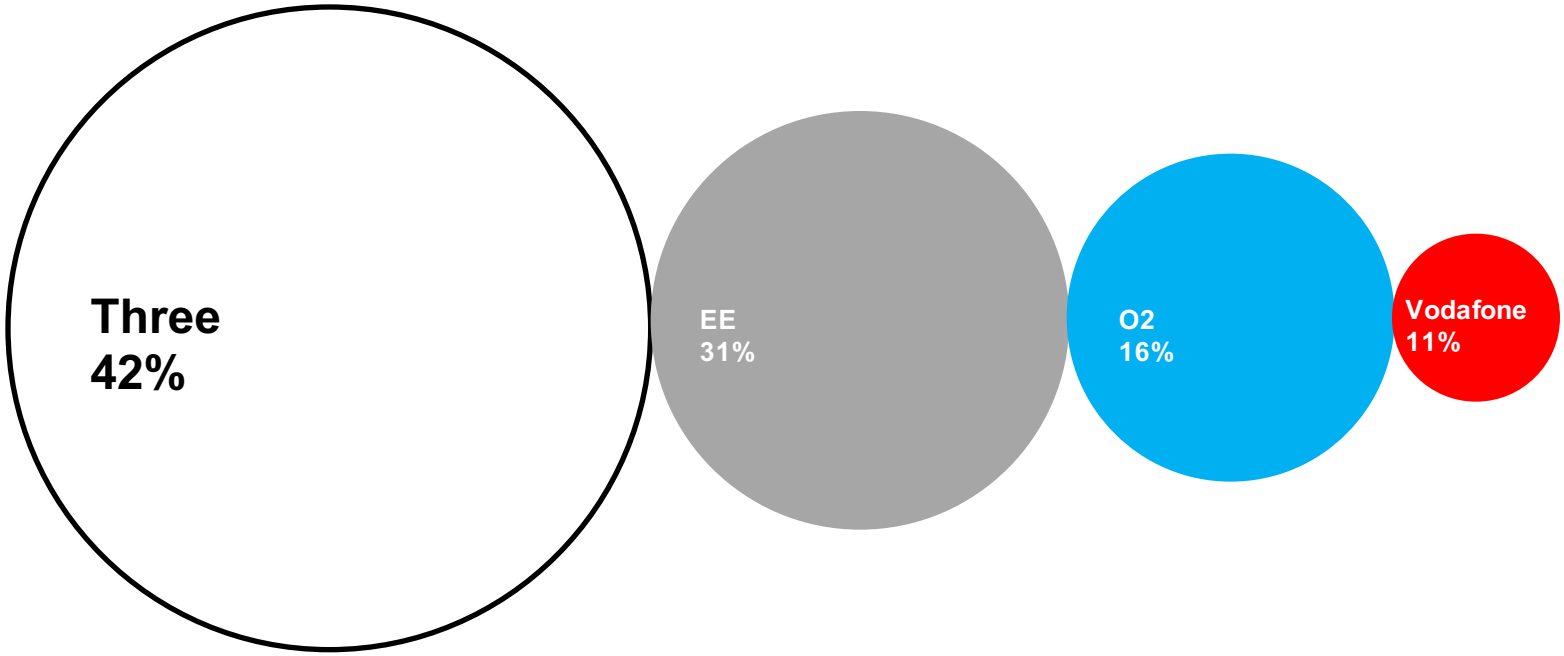
Data traffic.



Mobile internet is our heart land

Source: Enders Analysis - % share of mobile data traffic carried in the 12 months to March 2015. All results rounded.

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Performance.

YouGov
What the world thinks

- Rated Most Reliable Network
- Rated No.1 for iPhone
- Rated No.1 for Smartphone
- Rated No.1 for Mobile Broadband

uSwitch BEST FOR ROAMING WINNER 2016

Best Pay Monthly Network

Trusted Reviews Awards 2014 Best Mobile Network

Best Mobile Network

ROAD TRIP AWARDS 2014 Broadband GENIE In association with PC ADVISOR WINNER

Road Trip Award Winner

Recognition across the board for network

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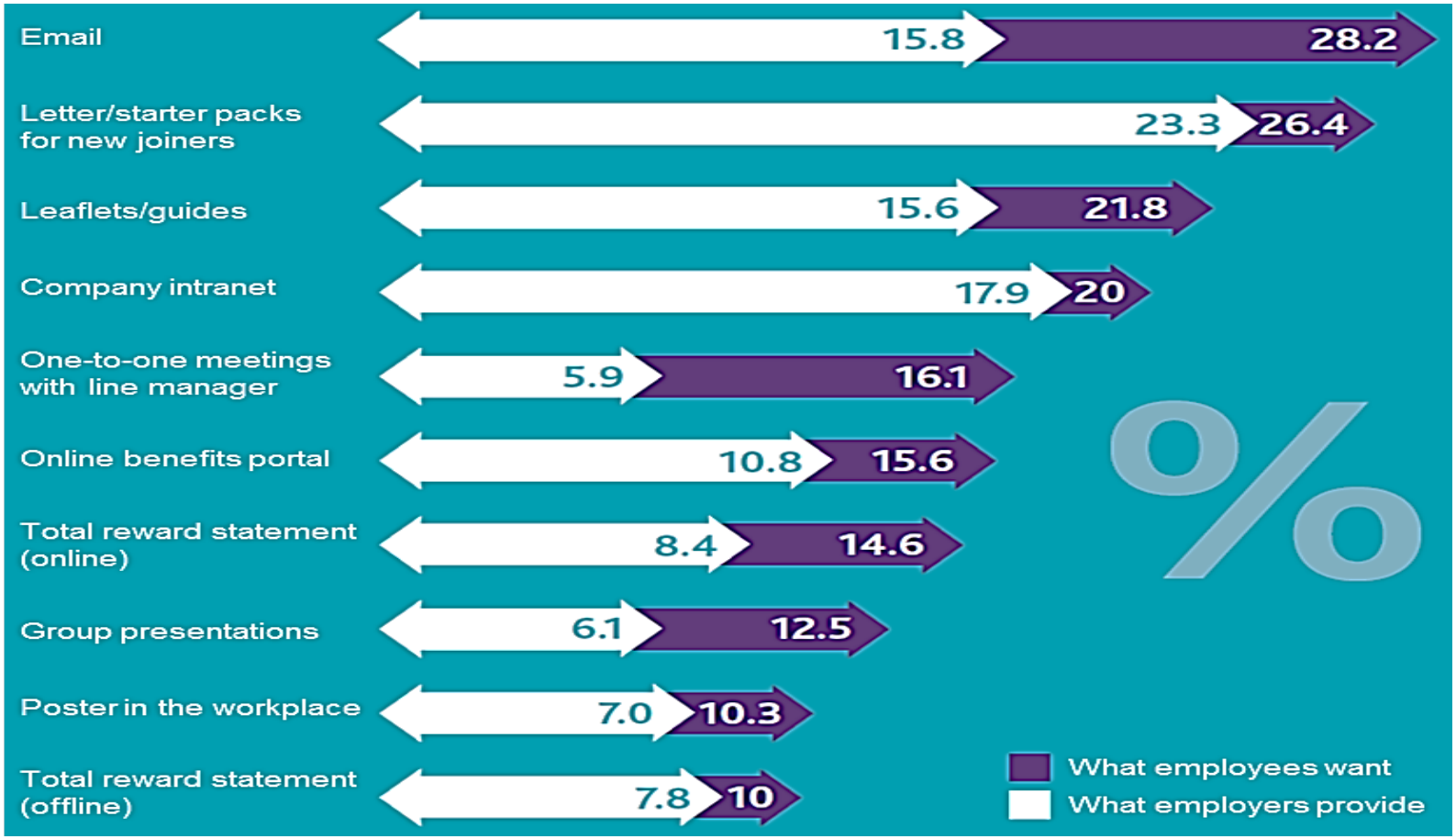
Communication

What Communications do Employees Want?



Source: Capita Employee Benefits Insight Report 2015

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Who is online doing what?

- **83% of all adults are online**
- **98% of 16-34**
- **92% of 35-44**
- **91% of 45-54**
- **84% of 55-64**
- **70% of 65-74**

72% of people have a social media profile
81% us it at least once a day

Biggest increase in social media use in last 8 years is 35-44 yrs up from 12% to 80%

- **91% general surfing**
- **90% emails**
- **69% social media**
- **66% purchasing**
- **61% banking**
- **40% watching TV/Video**

Source: OfCom

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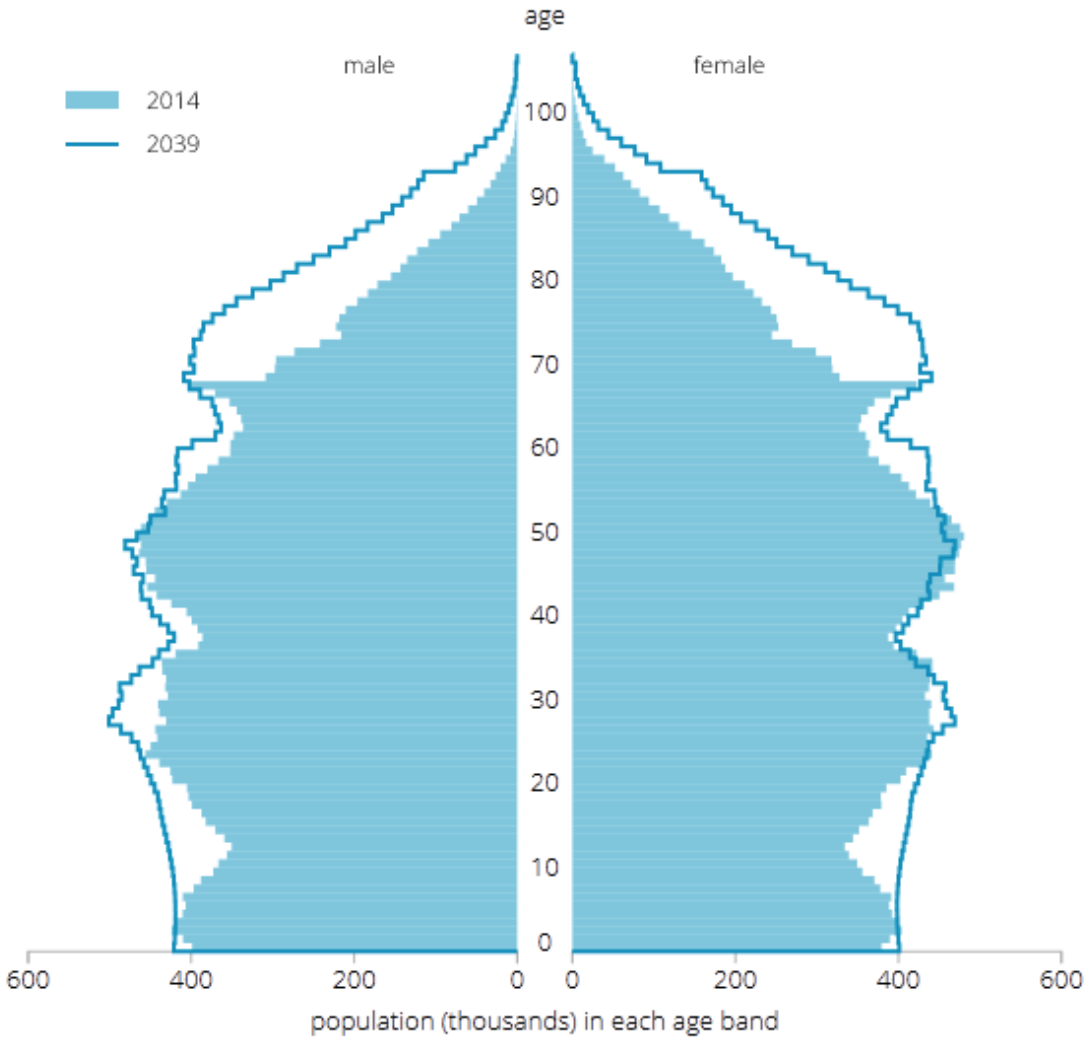
UK Population by Age



Source: Office of National Statistics 2014 projections

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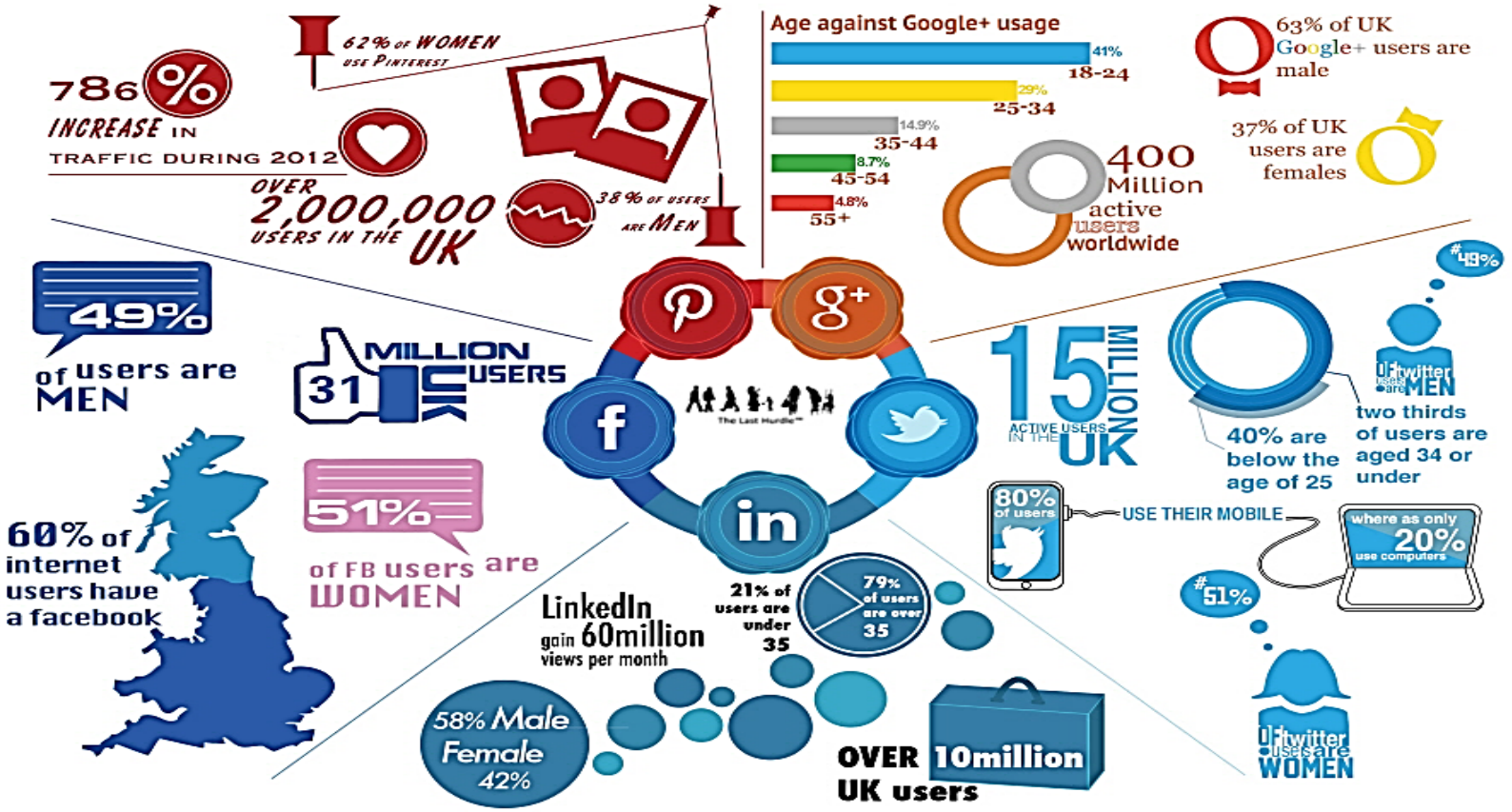
Social Media



Source: The Last Hurdle June 2015

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Apps Vs PC

- **Staff Discount Scheme Launch**

	App Launch		PC Based Launch	
Period	10 weeks		26 weeks	
Eligible Population	2,300		55,000	
Registrations	1,5467	67%	26,120	47%
Savings Per Eligible Population	£68		£5	
Savings per Registration	£101		£10	

Source: Capita

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Where do Apps help most?

- Where you have a remote workforce
- Where instant is desirable
- Where your workforce don't all have access to a company PC
- Where your workforce expect it
- Where your workforce is relatively young
- Where access outside of work time is desirable
- Where the benefit itself relates to something that is mobile. For example……

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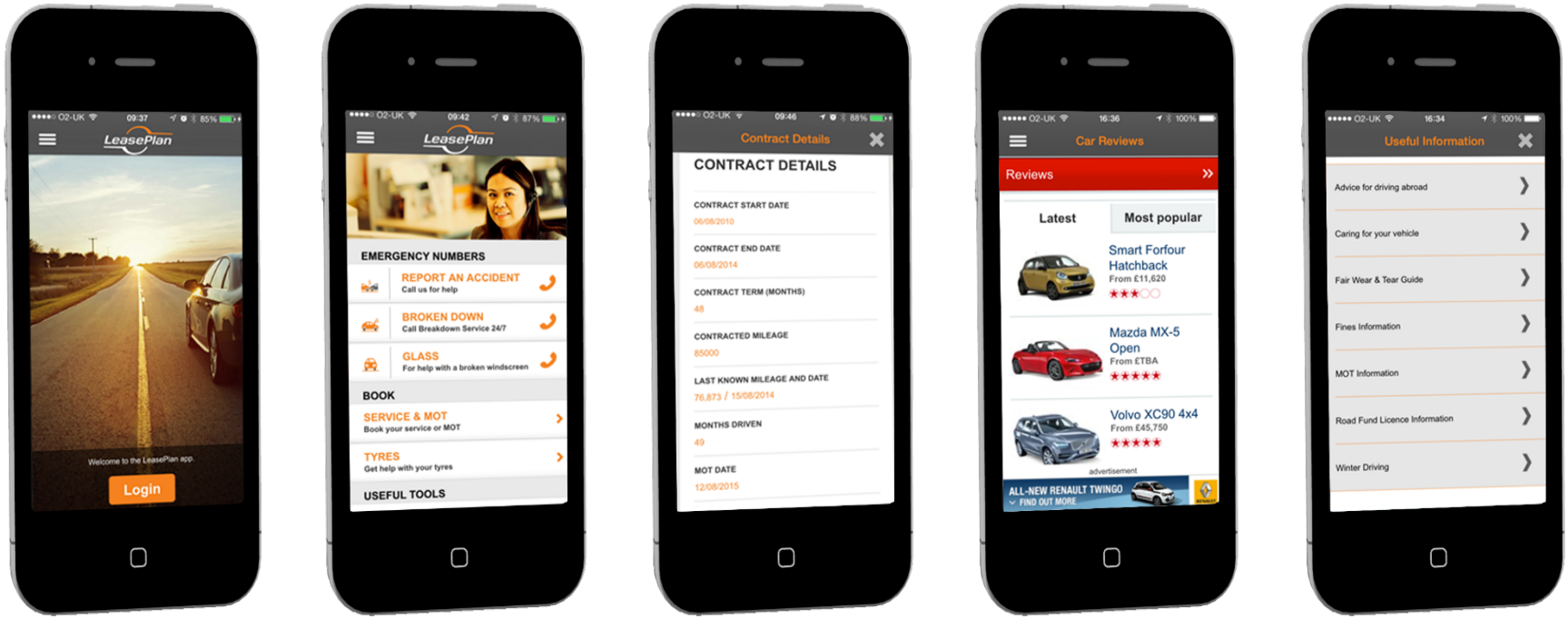
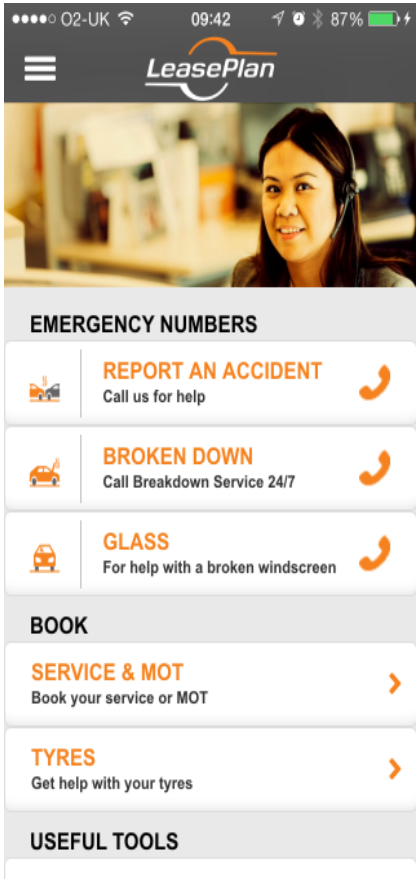
Driver App

Information on the move



Source: Leaseplan

Login and Home Page

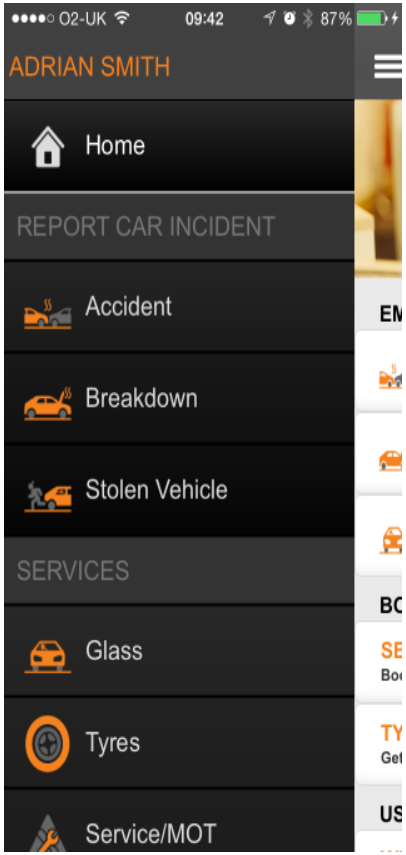


Drivers on the move can get help as quickly as possible from the app home screen

The call buttons take users to the relevant supplier or fleet services team depending on their policy

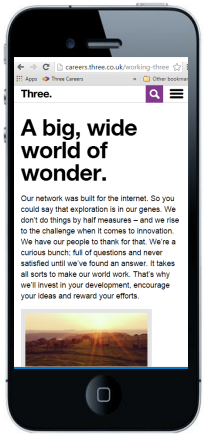
Main menu contains all available services allowing ease of use and smooth navigation

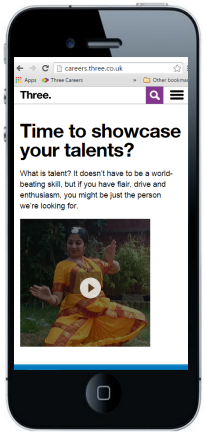
Detailed content pages for each of the services can be accessed via the main menu

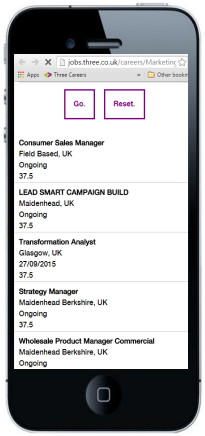


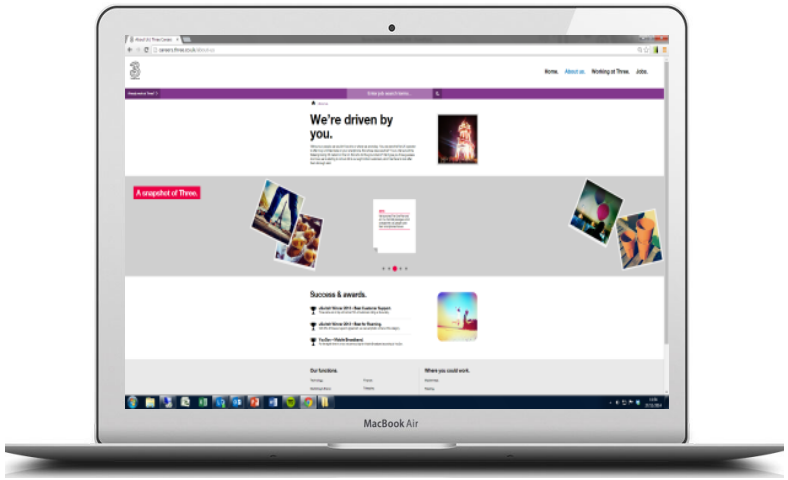
Source: Leaseplan

Career Website









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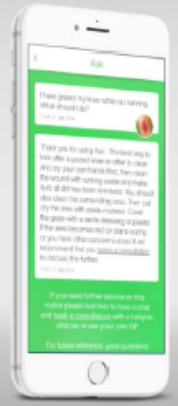
PMI Enhancements

AVIVA

Babylon Key Features

Ask

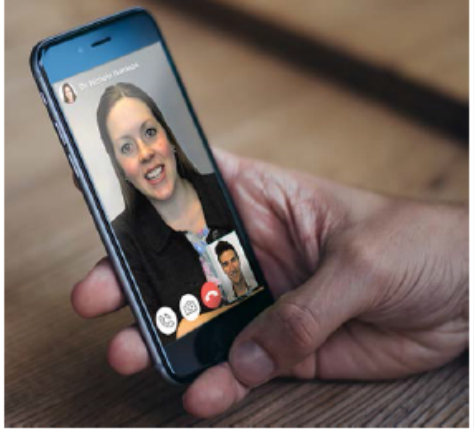


Ask – ask a GP a healthcare question or send images of your symptoms to a GP to diagnose – no limit to number of times you use this function

Consult - Book

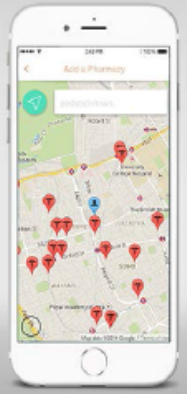
Consult (Book) – book a consultation with a GP for a time that suits you. Work around your work / family commitments

Consult - Appointment



Consult (Appointment) – Have a consultation with a GP without leaving the comfort of your home or office. This can be via audio or video call. All consultations are through a secure service and recorded in the app to allow future playback.

Pharma Map



Pharma Map – Allows you to nominate a pharmacy of your choice for collection of any prescriptions prescribed through Babylon.

Records

Records – Allows you to record your medical information / vital signs. This will assist the virtual GP's with your care

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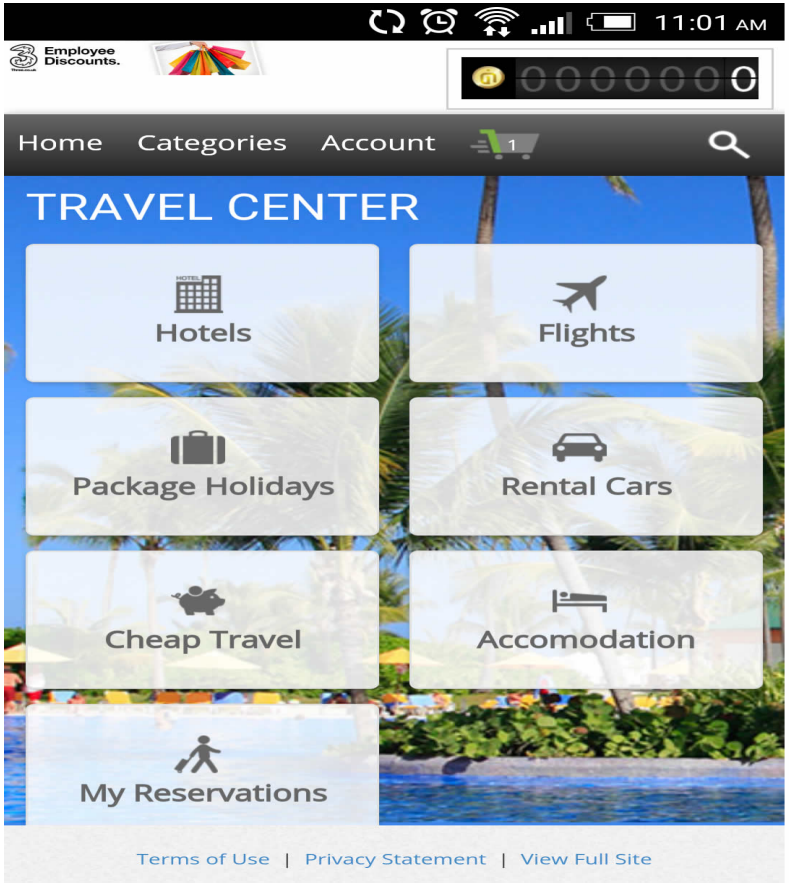
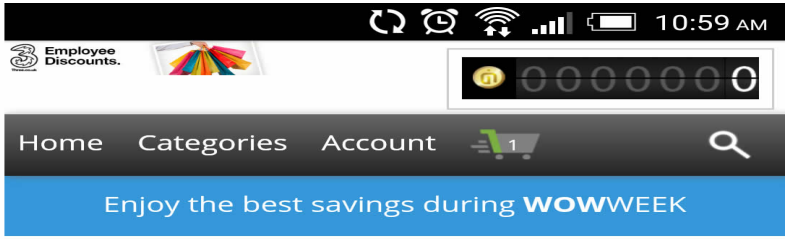
What Form of Recognition?

Source: Capita Employee Benefits Insight Report 2015

Recognition and Staff Discounting





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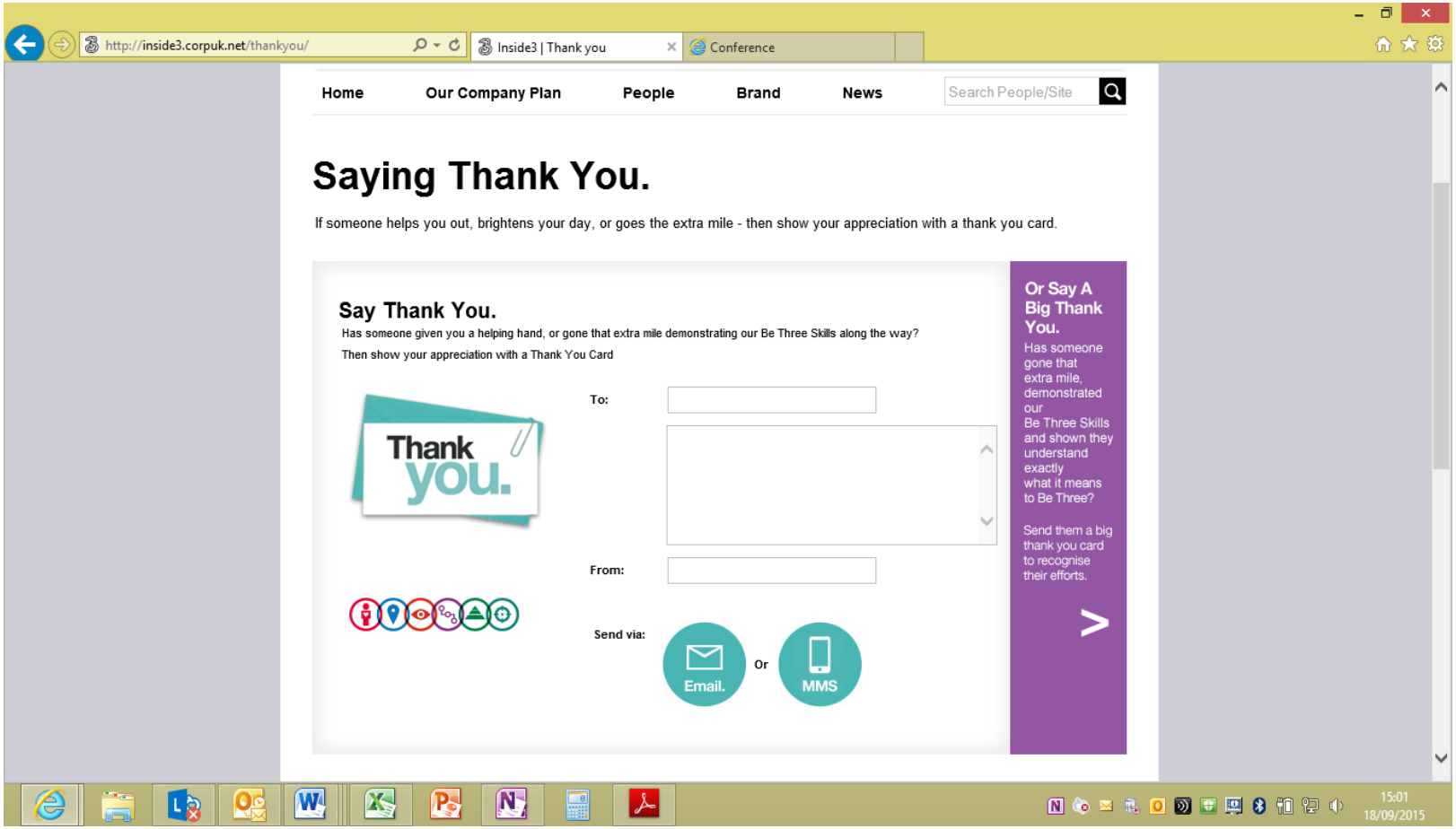
Thank you cards



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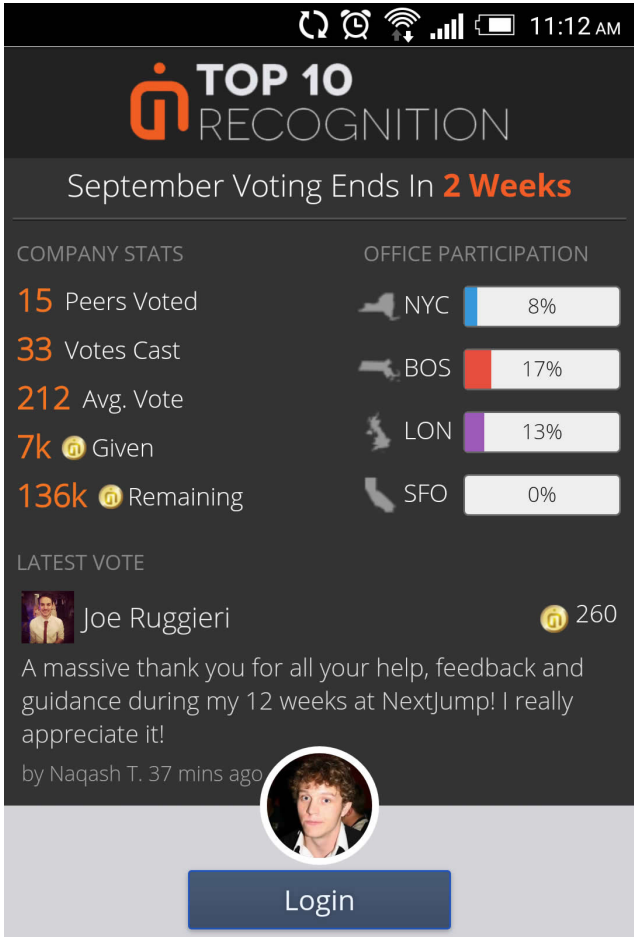
App Based Recognition

- **Next steps on recognition**
- **Mobile app based**
- **Peer group**
- **Real Time**
- **Connected**



Source: Next Jump

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Reflections

- Everyone likes being recognised
- New technology means that we have the capability to do this faster and with greater impact
- The increasing use of technology in every facet of our life means we need to rethink how we interact with our people and a precursor to that is understand who are people are
- But a word of caution – in our rush to embrace the new, don't forget the power of F2F communication and the influence of a trusted colleague or manager

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Questions?

Thank you.

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