

Personalisation: evolving from reward to experience

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Agenda



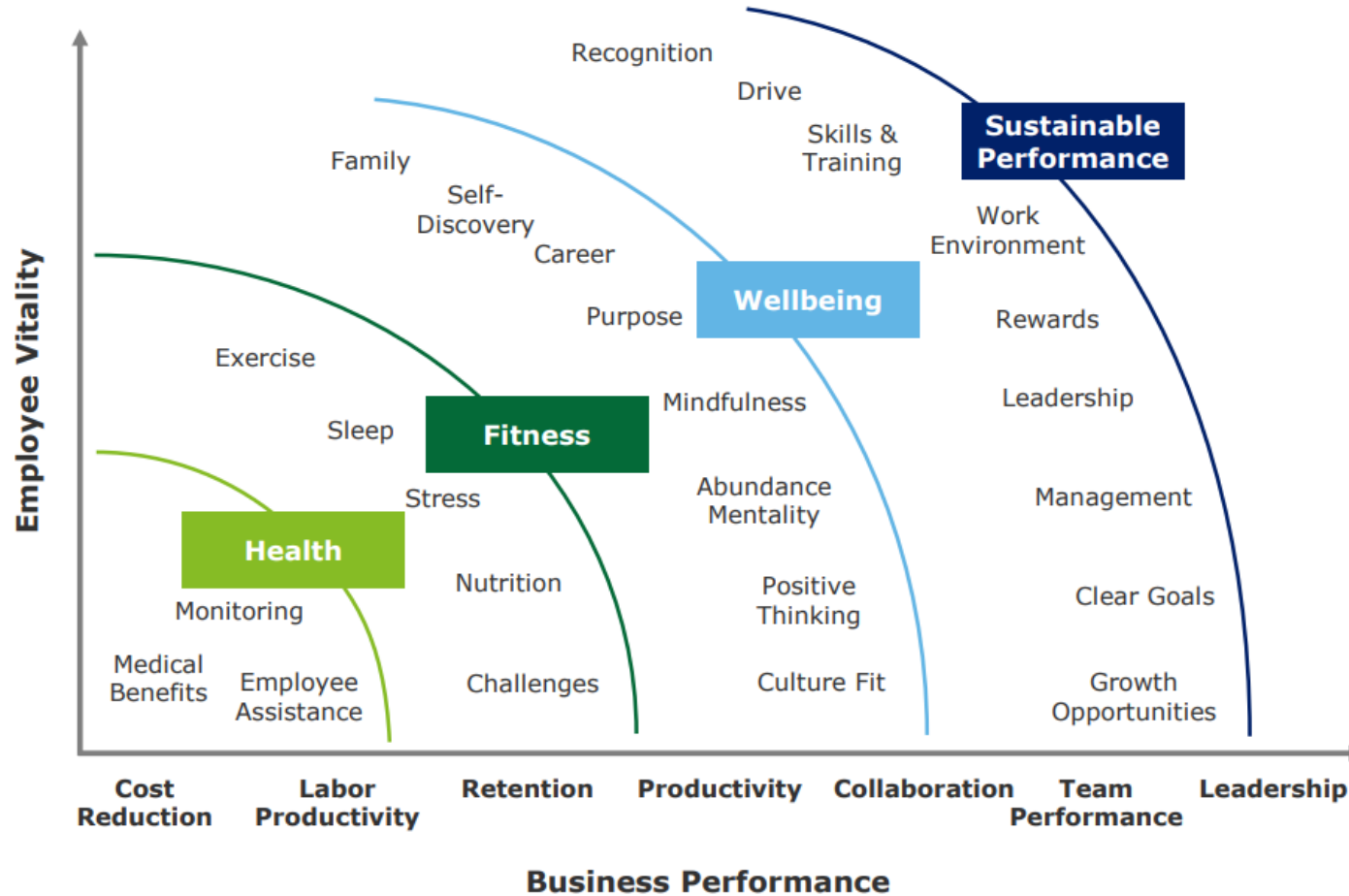
The shift from reward to experience

Getting personalisation off the ground

Why measurement is the key to success

What leading employers are doing with analytics

The move from reward to experience



Personalisation

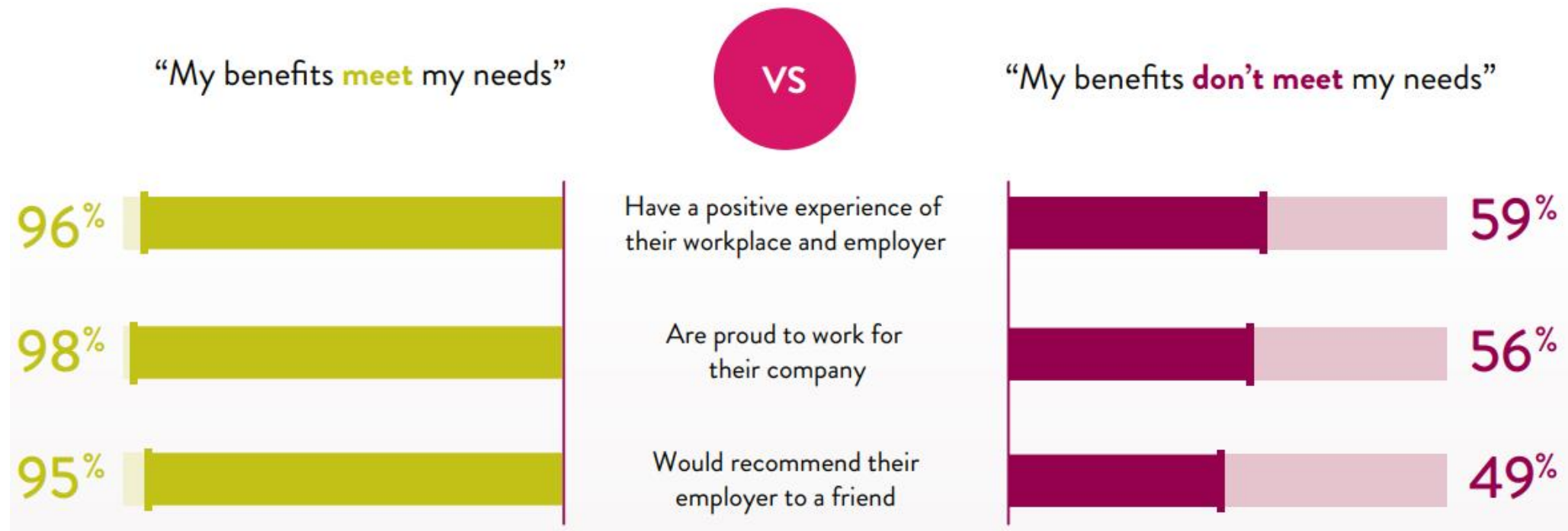
Data & Analytics

Technology

Source: Bersin, Deloitte Consulting LLP, 2017.

Why benefits for the individual matter

Employees who feel that their needs are met by their benefits programmes are more engaged with their organisations



Source: Thomsons Online Benefits' Global Employee Benefits Watch 2017/18 research

What do your employees really want?



Employers are **x3 less likely** to be meeting the needs of younger generations

Source: Thomsons Online Benefits' Global Employee Benefits Watch 2017/18 research

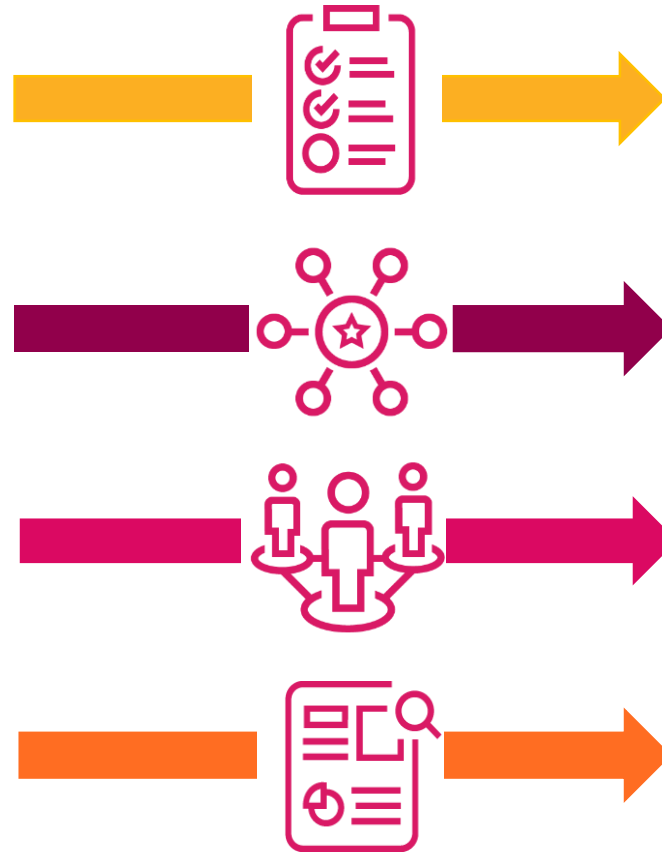
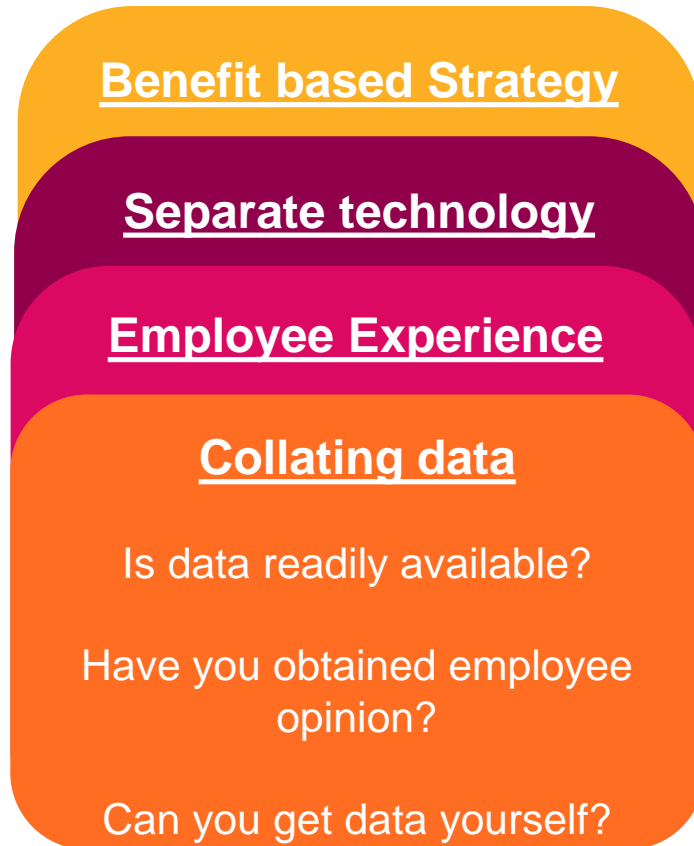
Meeting your employee needs



Source: Thomsons Online Benefits' Global Employee Benefits Watch 2017/18 research

Getting personalisation off the ground

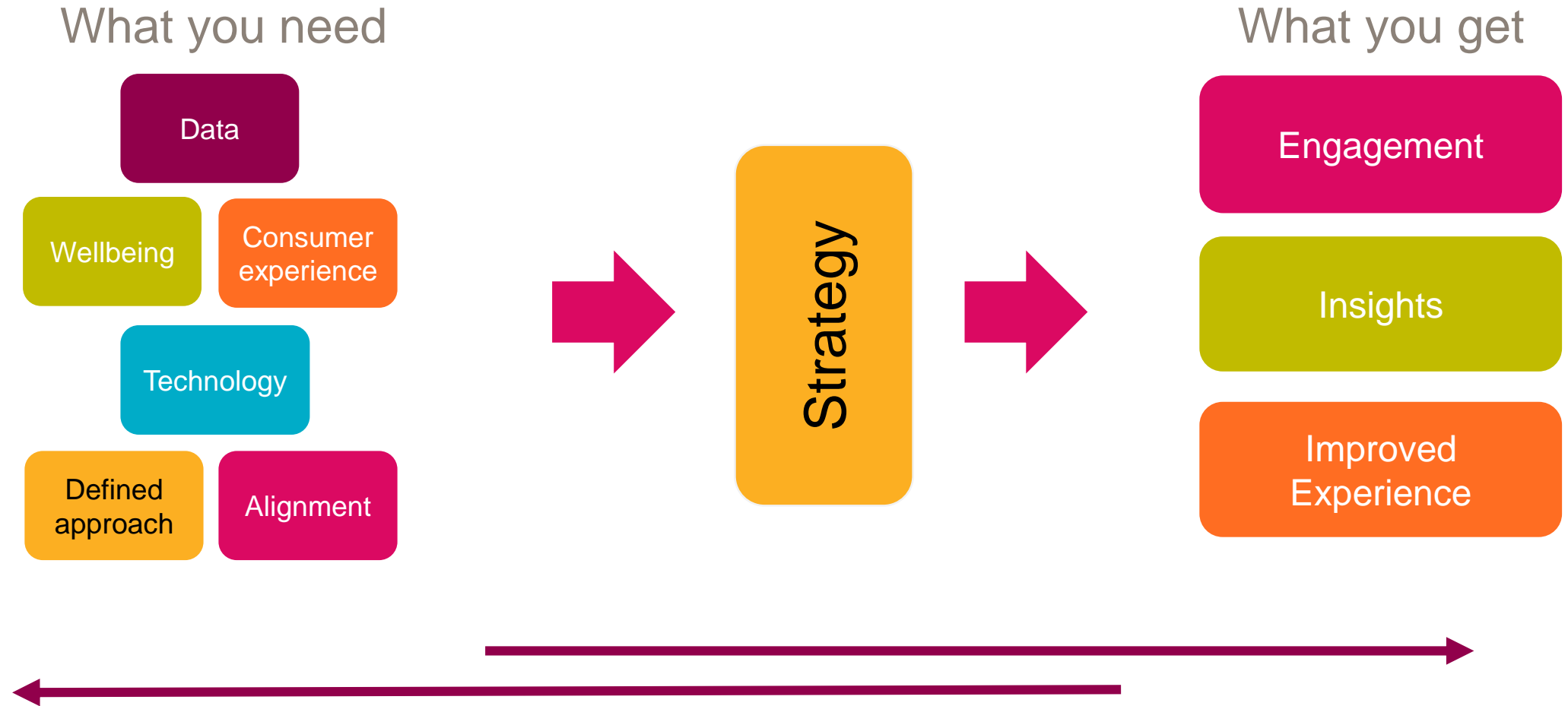
The market norm



The market leader



Why personalisation is the key to success





Employees: 8,886
Total logins: 19,900
Unique logins: 5,594 (63%)
Total reimbursement claims: 11,257
Total Value: \$2.2m

Total claims per location:



9,019



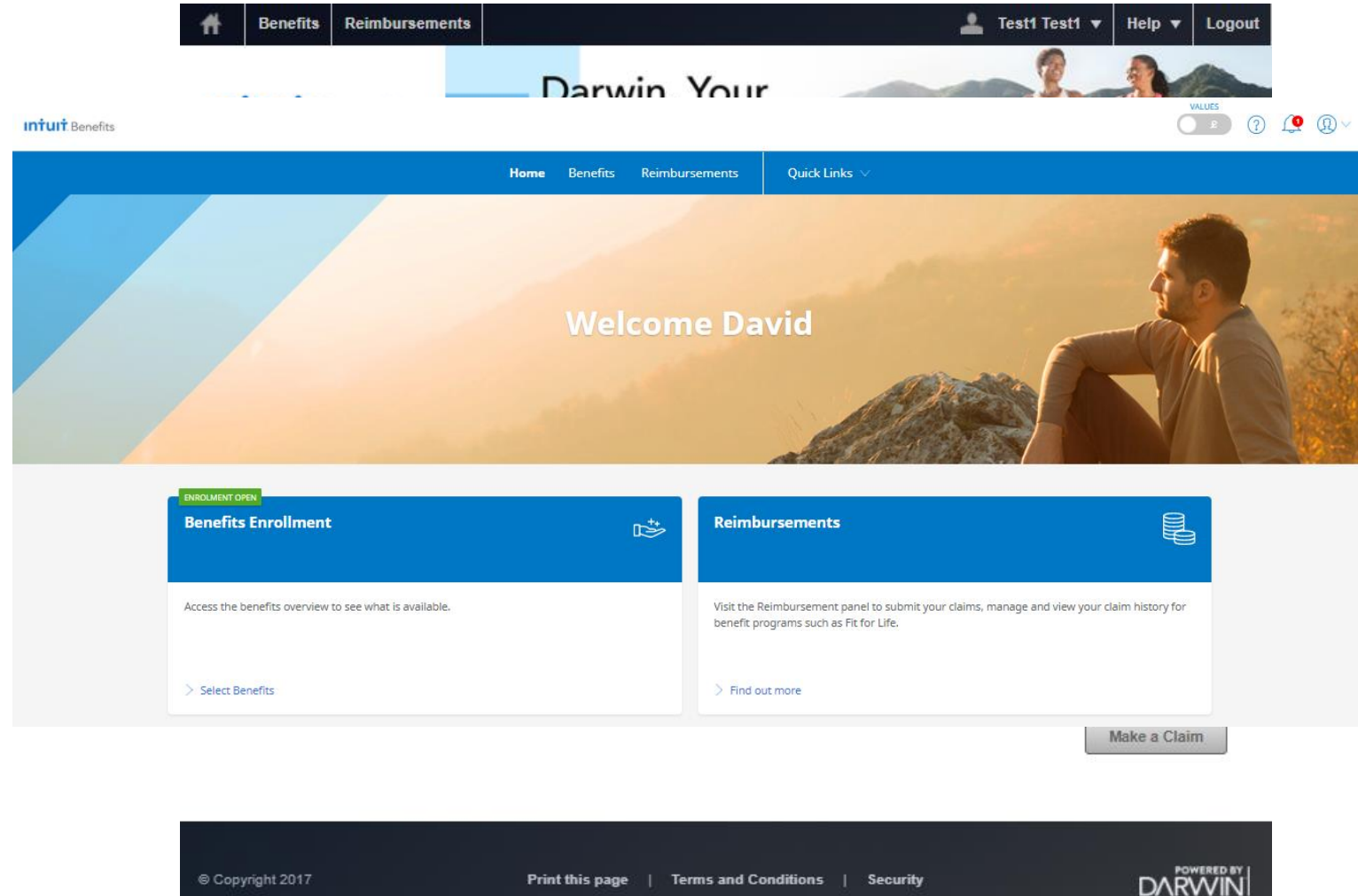
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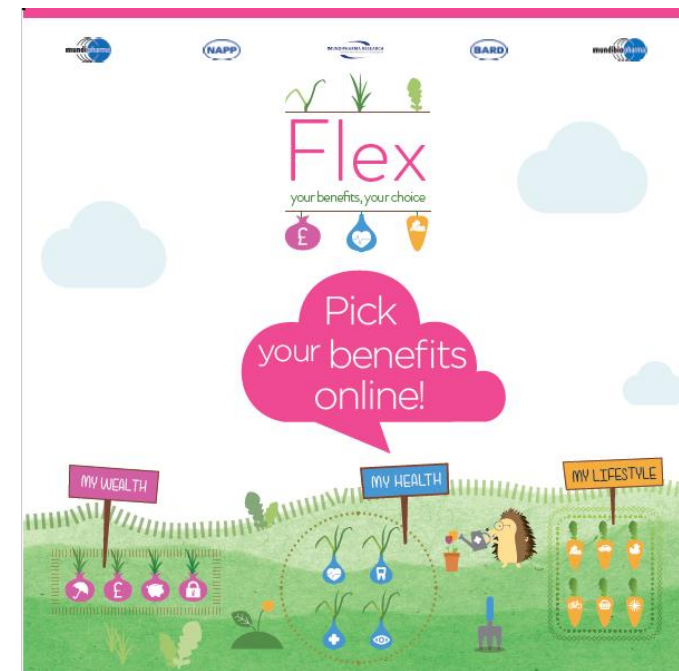
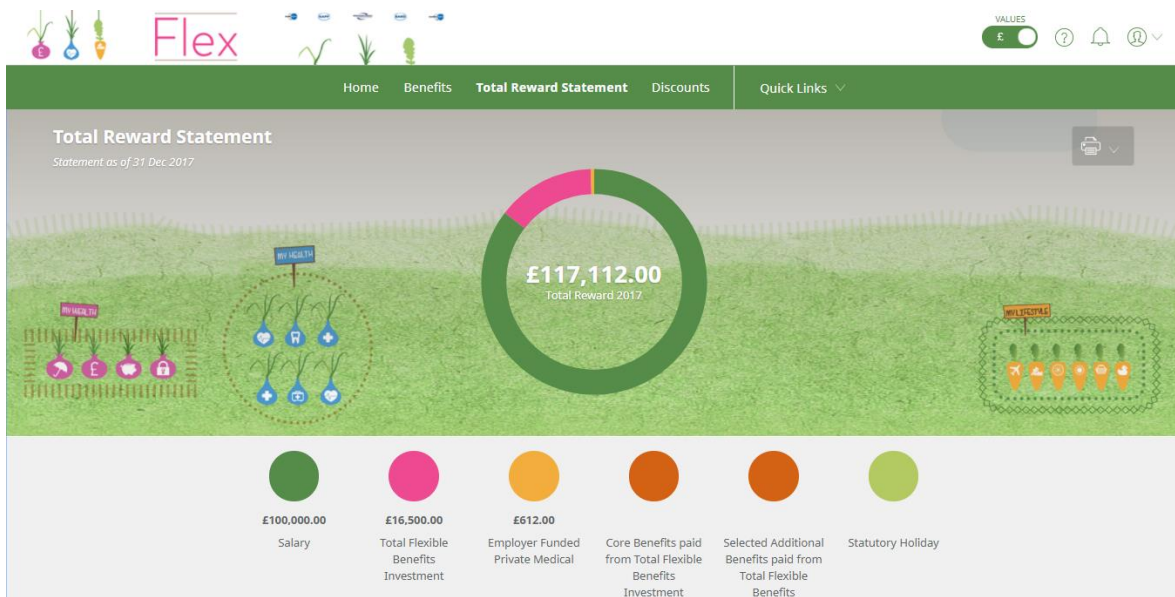


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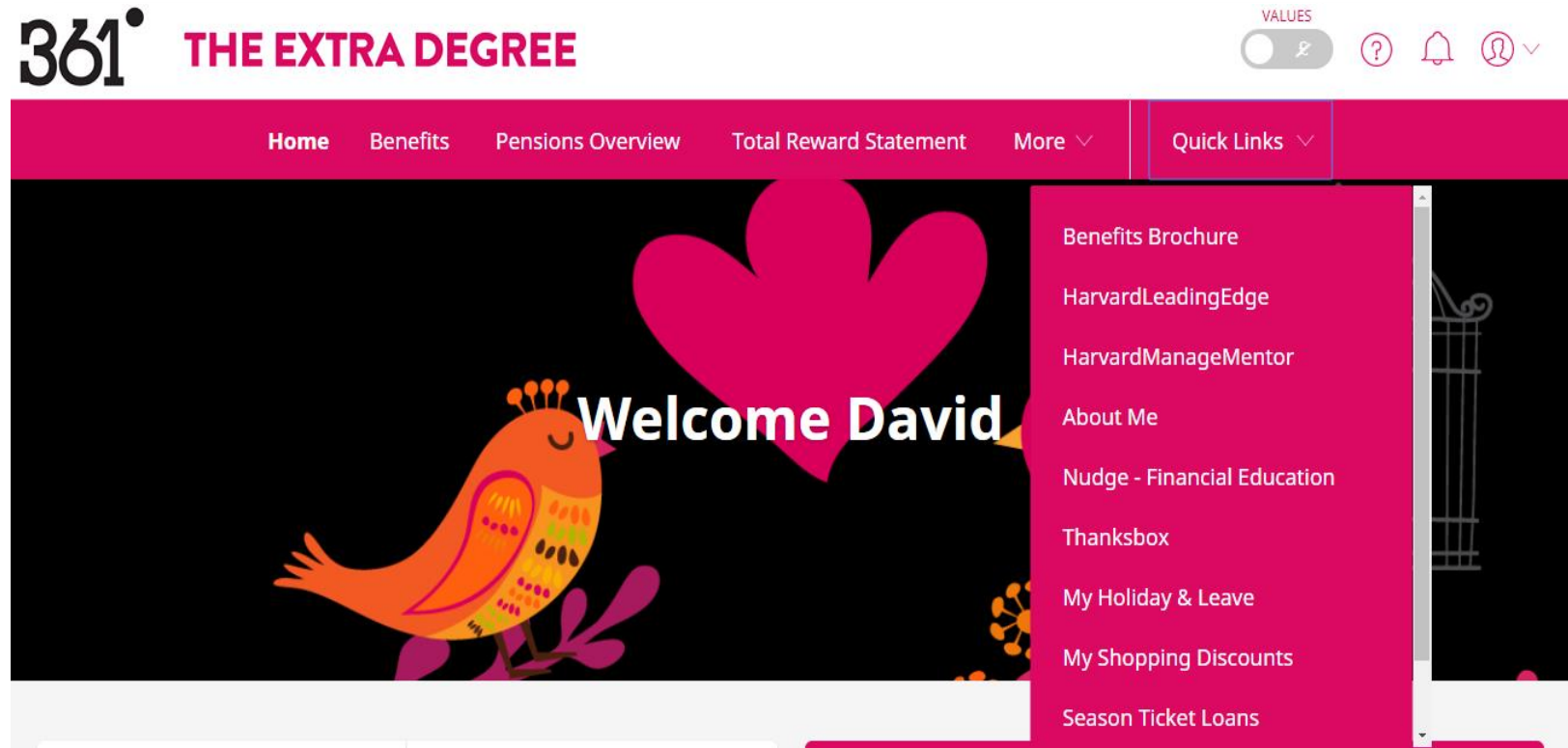


Launched 1 November 2017

- 40% take up across UK
- Average time spent – 62 mins
- 90 articles accessed & read

Main topics accessed:

- Leading People
- Strategic Thinking



Key takeaways



Personalisation is real and happening now



It's all about optimising experience for individuals



Tech and data are the enablers



Align to your business strategy



Start small and start now!

Any questions?



Thank you

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