

Redefining the benefits strategy

Insights from the 2017/2018 Asia Pacific Benefit Trends survey



Employers recognise that their **benefits strategy** can be used to drive key strategic talent goals.



How can employers better align to employee benefit needs?

Many are looking to take a broader view on how benefits are designed:



For these actions to be effective, employers must look inward to understand their workforce and its particular needs.




Once employers understand their workforce, what are they considering with their benefits?

1) Expand choice and flexibility.



Currently, only **40%** of employees agree that their benefits package offers them a wide variety of choice and flexibility to meet their needs.*

Source: 2017/2018 Global Benefits Attitudes Survey, Asia Pacific.



However, by 2019, **56%** of employers plan to offer some form of choice, either through employee choice, flexible benefits or additional voluntary benefits.



The rewards could be high for those that make this move.

Of those employers that offer flexibility,

76%

believe it helps to **recognise the diverse needs** and values of the workforce.

75%

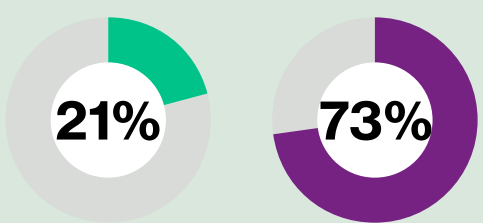
believe it **promotes employee understanding/** appreciation of benefits.

63%

said it **improves attraction and retention.**

2) Place a greater focus on health and well-being programs by:

Taking a more strategic approach



21%

73%


Employers differentiate health and well-being programs from other organisations and customise for critical workforce segments.

Today In three years

Expanding benefits programs


Activity-based well-being programs

from 49% to 66%




Behavioural / emotional health management

from 42% to 60%




Financial well-being programs

from 20% to 33%



Additional maternity leave

from 18% to 26%

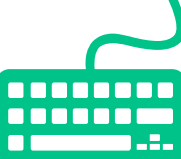


Today In three years

3) Providing enhanced employee experience needs to go hand in hand with an effective benefit design.



Employers continue to put efforts in enhancing traditional communication.



But more employers begin to put emphasis on personalisation and digital for their communication strategies.

78% plan to enhance communications to align with our company's culture and employees' needs.

62% plan to support a year-round communication strategy to educate employees on the value of their benefits.

49% plan to increase use of digital communication strategies.

46% plan to increase focus on mobile apps and online tools.

48% plan to increase personalisation of communication to specific groups within the workforce.

37% plan to increase focus on creating social connections in communication.


Takeaways for employers

Look inward



When designing your benefits, avoid simply benchmarking with the market and find out what makes your workforce tick.

Segment and personalise



Couple flexibility and choice programs with appropriate communication and administration so that employee engagement is enhanced, but employees do not struggle with choice overload.

Consider your employees as consumers



Put your employees at the center in how you design your benefit programs and provide segmented, consumer-like experience to employees.

Use technology to engage



Employers can build employee engagement, and connect employees together, through thoughtful use of digital and online technology and social media.

To learn more about the survey, visit our website <https://www.willistowerswatson.com/apbentrends>.