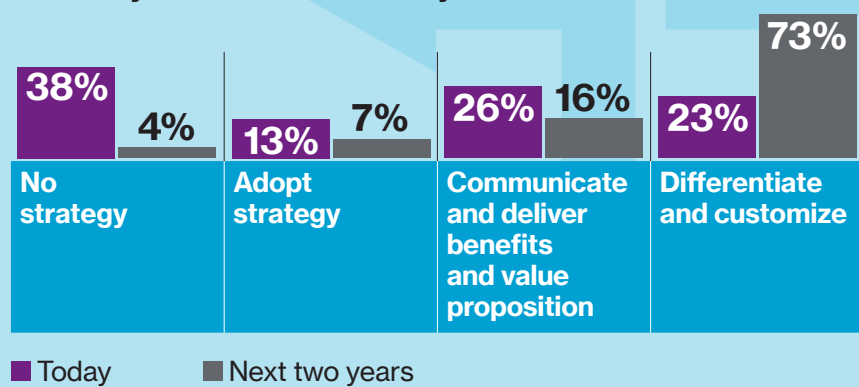


Canadian employers reshape benefit strategy amid increasing focus on wellbeing and the employee experience



3 in 4 Canadian employers aspire to differentiate their benefit programs and customize their employee experience within the next two years

But only 1 in 4 do so today



Stress, burnout and mental health issues exacerbated by the pandemic are key workforce challenges globally but especially in Canada.

| Global | Canada | USA | EMEA | Latin America | Asia Pacific |
|--------|--------|-----|------|---------------|--------------|
| 73% | 92% | 83% | 65% | 84% | 66% |

Improved wellbeing and employee experience emerge as key success measures

Benefit strategy success measures



| | Global | Canada | USA | EMEA | Latin America | Asia Pacific |
|-------------------------------------|--------|--------|-----|------|---------------|--------------|
| Improved wellbeing | 62% | 76% | 64% | 61% | 69% | 56% |
| Improved employee experience | 50% | 58% | 62% | 44% | 46% | 51% |
| Improved retention | 40% | 16% | 22% | 43% | 48% | 42% |
| Effectively managed costs and risks | 40% | 60% | 69% | 34% | 27% | 43% |

External and internal factors shape employers' priorities and choices

External influences on benefit strategy



| | Global | Canada | USA | EMEA | Latin America | Asia Pacific |
|---------------------------------|--------|--------|-----|------|---------------|--------------|
| Diversity, equity and inclusion | 60% | 72% | 73% | 58% | 63% | 53% |
| Tight labour markets | 59% | 50% | 53% | 61% | 64% | 57% |
| Increased remote working | 54% | 49% | 46% | 56% | 61% | 50% |
| Rising costs | 39% | 49% | 50% | 30% | 36% | 44% |

Diversity, equity and inclusion top the list of influences in Canada, followed by tight labour markets.



Costs remain critical especially as other issues gain in importance.



What are the strategic objectives that will help employers realize their aspirations of a differentiated and customized benefit strategy?

Canadian employers are looking to:



Integrate wellbeing into the benefit package:

77%



Enhance communication:

50%



Inclusion and diversity in benefits provision:

45%



70% will have an enhanced digital strategy to personalize the employee experience of benefits in two years.

About the survey. Global and Canadian research findings are based on responses from a total of 3,642 employers representing 14 million employees around the world who participated in the 2021 Benefit Trends Survey. The survey was conducted between May 10 and June 25, 2021.

Source: 2021 Benefit Trends Survey

Copyright © 2021 Willis Towers Watson. All rights reserved.

WTW20857/10/2021
willistowerswatson.com