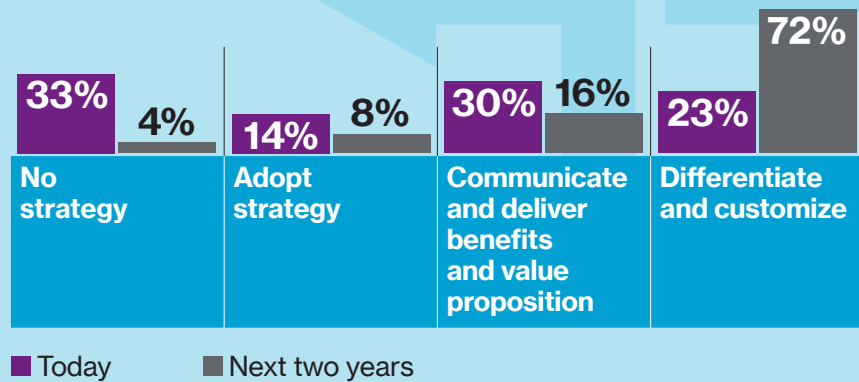


# Employers reshape benefit strategy amid increasing focus on wellbeing and the employee experience



**7 in 10 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 North America and Latin America.**

Global	North America	EMEA	Latin America	Asia Pacific
<b>73%</b>	<b>86%</b>	<b>65%</b>	<b>84%</b>	<b>66%</b>

**Improved wellbeing and employee experience emerge as key success measures**

Benefit strategy success measures



	Global	North America	EMEA	Latin America	Asia Pacific
Improved wellbeing	<b>62%</b>	<b>68%</b>	<b>61%</b>	<b>69%</b>	<b>56%</b>
Improved employee experience	<b>50%</b>	<b>60%</b>	<b>44%</b>	<b>46%</b>	<b>51%</b>
Improved retention	<b>40%</b>	<b>20%</b>	<b>43%</b>	<b>48%</b>	<b>42%</b>
Effectively managed costs and risks	<b>40%</b>	<b>67%</b>	<b>34%</b>	<b>27%</b>	<b>43%</b>

**External and internal factors shape employers' priorities and choices**

External influences on benefit strategy



	Global	North America	EMEA	Latin America	Asia Pacific
Diversity, equity and inclusion	<b>60%</b>	<b>73%</b>	<b>58%</b>	<b>63%</b>	<b>53%</b>
Tight labor markets	<b>59%</b>	<b>52%</b>	<b>61%</b>	<b>64%</b>	<b>57%</b>
Increased remote working	<b>54%</b>	<b>47%</b>	<b>56%</b>	<b>61%</b>	<b>50%</b>
Rising costs	<b>39%</b>	<b>50%</b>	<b>30%</b>	<b>36%</b>	<b>44%</b>

**Diversity, equity and inclusion top the list of influences globally, closely followed by tight labor markets.**



**Costs remain critical especially in North America 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?**

Employers are looking to:



**74%** have an enhanced digital strategy to personalize the employee experience of benefits in two years.

**About the survey.** Global 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

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