



# Predictive Benefits Benchmarking

Futureproofing your benefits offering

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**Need to know which benefits your current employees value most, but lack the objective data to make an accurate assessment? Want to secure tomorrow's talent in today's competitive employment environment, but don't have the blueprint for future success?**

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## We can help.

At WTW, we offer a number of different market research services which provide powerful insights about benefits and how you compare with other similar organisations and industries.

Using a combination of this in-house knowledge and your employee data, our Predictive Benefits Benchmarking service provides in-depth analysis and a detailed roadmap for implementing a tailored employee benefit offering. By aligning your employee demographic profile with our survey data, we can help you to anticipate current and future benefits preferences.

A future-proofed, tailored benefit programme will meet the specific wants and needs of your employee population, as opposed to one which may be market aligned but still won't provide your employees with the support they want or need.

We interpret the data and its potential future impact on your company and provide a year-by-year action plan based on the findings.

# How it works

Your employee demographic data is aligned with WTW's survey data to produce a detailed report on anticipated benefit preferences.

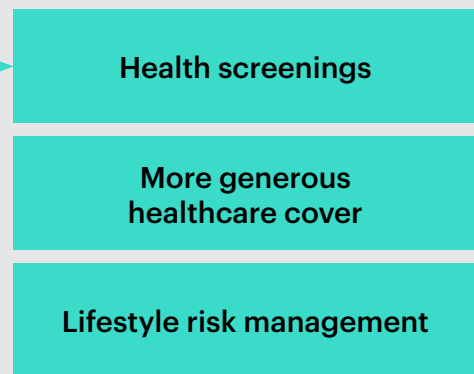
## Step 1

Confirm which broad benefits employees want



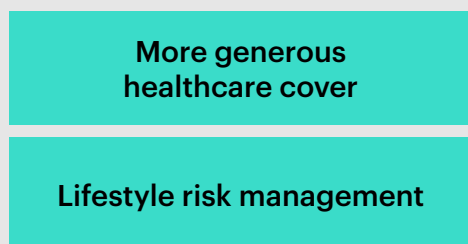
## Step 2

Within each area, find out which specific programs employees value most



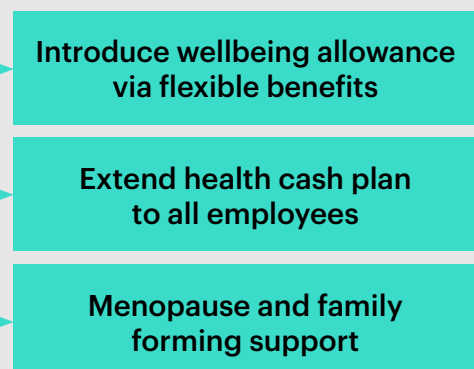
## Step 3

Of these, decide which to focus on based on internal factors and external benchmarking



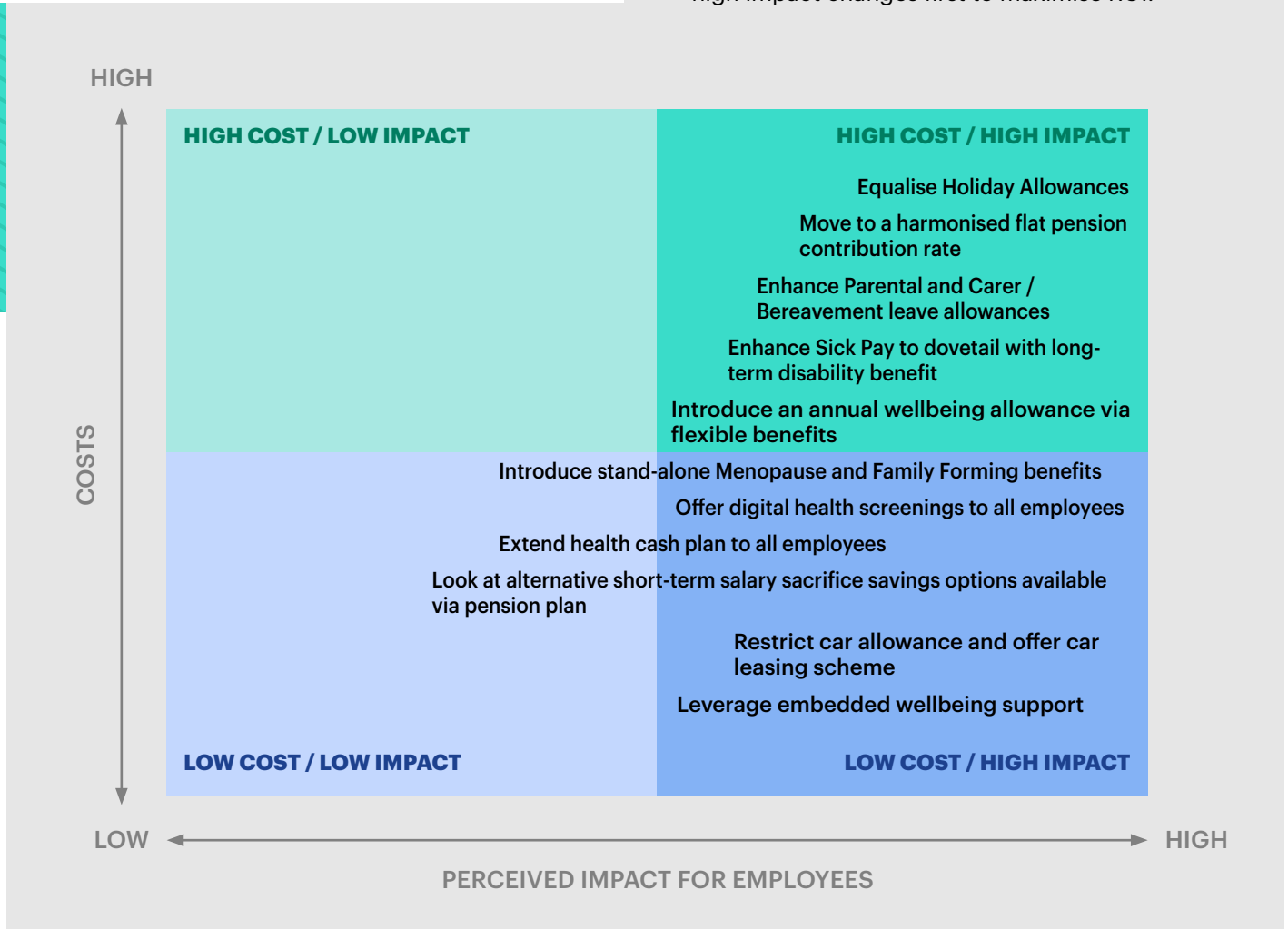
## Step 4

Assess which options are most suitable



# Clear action plan

A clear action plan will prioritise low cost, high impact changes first to maximise ROI.



## Why WTW

- Our size means we can offer a market-leading range and depth of data and surveys
- We have benefits data from more than **18,000** employers globally (**959** in the UK) across **120** countries, and more than **35,000** employees (**4,129** in the UK) across **23** countries are surveyed for our detailed benchmarking reports on health and risk benefits
- Combining this data with our expertise allows us to deliver unique insights to organisations about what employees value and what motivates them
- We've been in business for over **30** years, supporting thousands of companies and their employees with all aspects of health and benefits – from an SME to some of the UK's largest blue chip, FTSE 100 companies
- We have won **30** awards in just five years

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