



# Unifying wellbeing, reward and career into a single, individualised experience

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20 June 2019



A close-up portrait of a young child with dark hair, smiling and looking slightly to the right. The child's face and shoulders are covered in vibrant, colorful body paint in shades of purple, pink, and yellow. The background is a plain, light-colored wall.

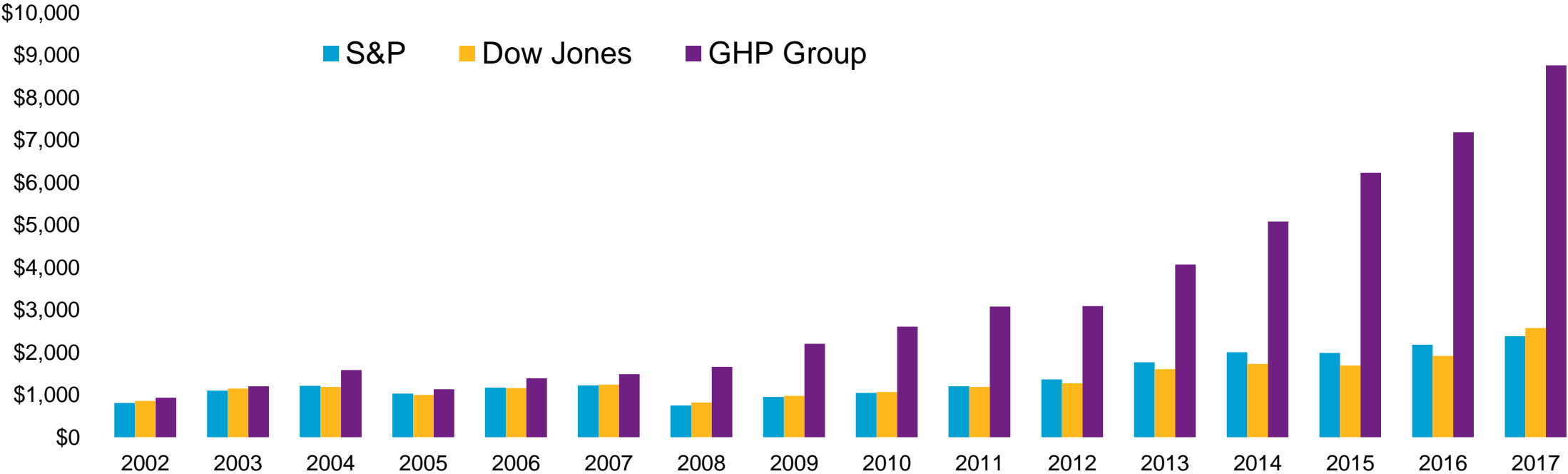
# human experience

**is it worth improving  
the employee experience?**

# Global High Performance Companies have impressive and sustainable performance\*

Stock performance of GHP companies vs. Dow Jones and S&P Indexes

## Return on \$1,000 investment



\* Willis Towers Watson Global High Performing Companies Norm

# High Performance Employee Experience Survey

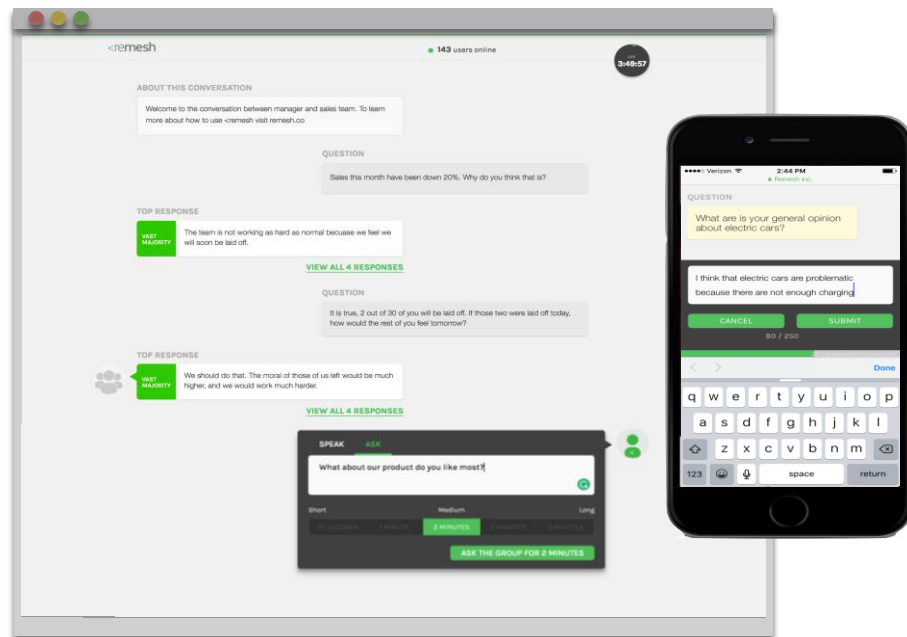
Built on 4 dimensions x 3 levels



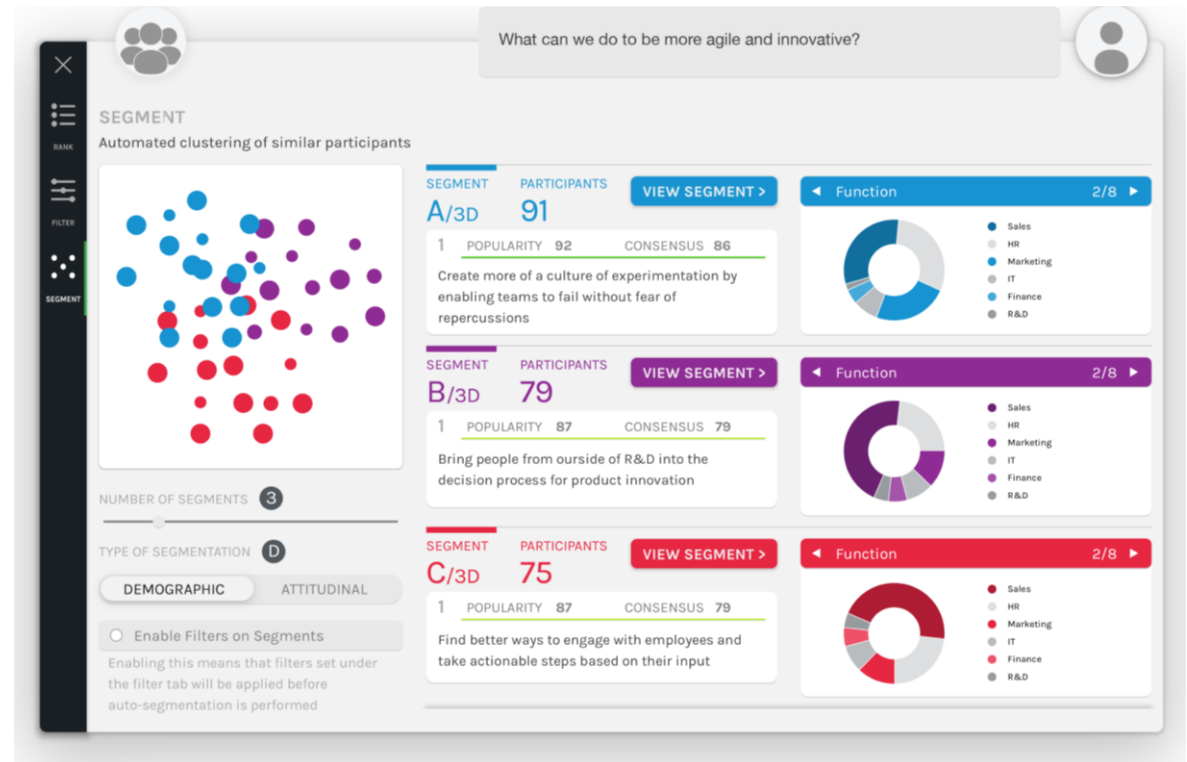
# 3 Steps to building a single, unified *Experience*

# 1. Ask employees what they REALLY value







Virtual Focus Groups



Actionable Insights























# 1. Ask employees what they REALLY value

PACKAGE A				PACKAGE B			
Base Pay				Base Pay			
Pension				Pension			
Annual Leave				Annual Leave			
OR							
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly Prefer Left		Somewhat Prefer Left		Indifferent		Somewhat Prefer Right	Strongly Prefer Right



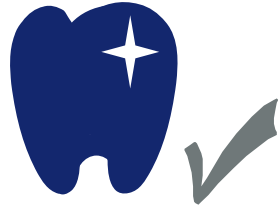
## 2. Assess the perceived value relative to cost and make changes

Design Alternative	74% <b>Baseline Satisfaction</b>	Impact for Money
 Income Protection (80%)	 +13	<b>3</b>
 Income Protection (2/3rds)	 +9	<b>4</b>
 Private GP services at work	 +9	<b>2</b>
 5 days more Annual Leave	 +8	<b>9</b>
 4 Personal Development Days per year	 +8	<b>8</b>
 2% increase in Base Pay	 +8	<b>11</b>
 2% increase in Pension	 +7	<b>10</b>
 Dental Insurance	 +6	<b>6</b>
 Private GP services online	 +5	<b>1</b>
 2 Personal Development Days per year	 +5	<b>7</b>

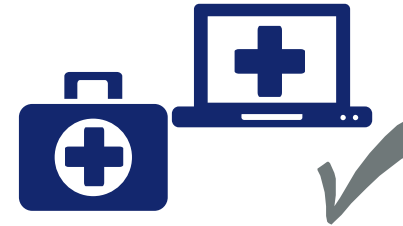
## 2. Assess the perceived value relative to cost and make changes



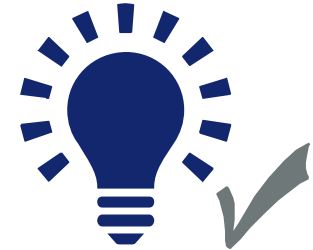
Introduced  
**Group Income  
Protection**



Comprehensive  
**Dental Insurance**  
is highly valued



**Onsite and Virtual  
GP service**  
best impact for money



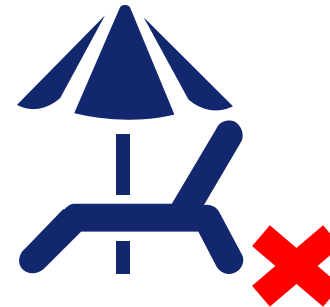
**Technology-driven**  
Communication  
Strategy



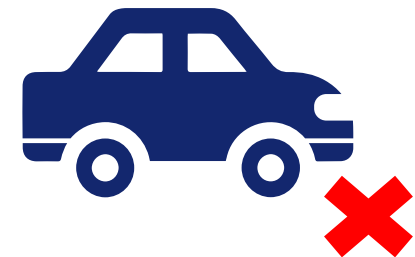
Enhanced onsite  
**Emotional  
Wellbeing** support



“Nudge” technology  
launch for  
**Financial Wellbeing**



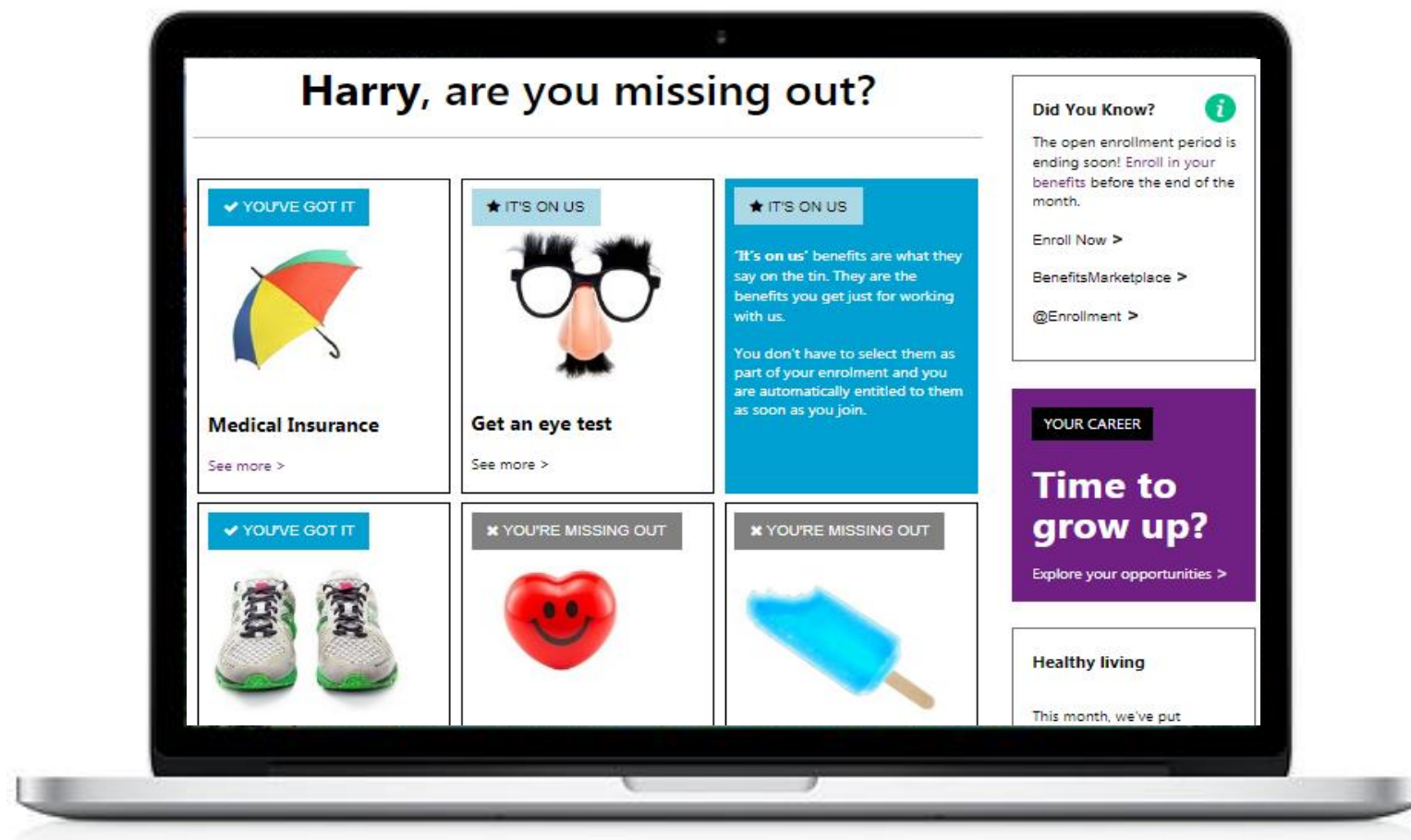
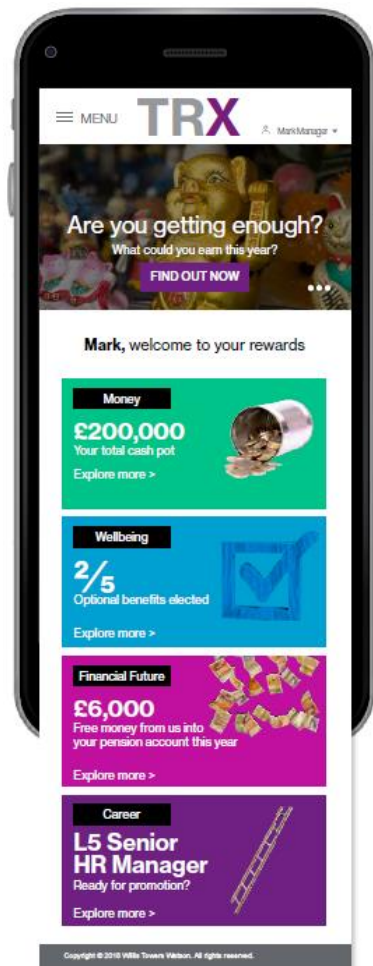
Increasing **Annual  
Leave** would be too  
expensive



No increase in  
**Car Allowance**  
required

### 3. Build an *experience* to engage employees

# TRX







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