

## A digital-first approach to benefits in a post-pandemic world

benefits that truly benefit



**Organizations, HR teams and the employee benefits they provide were stress-tested to the extreme during the pandemic.** The unprecedented challenge of keeping employees connected, engaged and supported as COVID-19 spread across the globe meant that for the majority of organizations, benefits and the technology to manage and deliver them shot up the corporate agenda.



**85%**

of benefits and reward teams say their role has increased in importance

and



**88%**

have seen increased involvement from the C-suite in the design and communication of benefits as a result of the COVID-19 pandemic.

At a time when corporate incomes were plummeting, the expectation may be that benefits budgets would be cut, but



# Never before have organizations reported year-on-year changes such as these, with:



**85%**  
making changes to their benefits offering in response to the pandemic



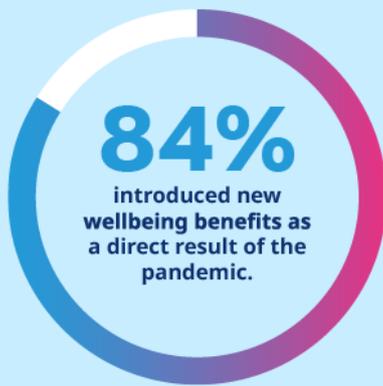
**80%**  
reporting a change in the benefits their employees are using



**72%**  
spending more on benefits per employee



**60%**  
increasing investment in employee wellbeing



**And**



However, a number of **employees still don't feel supported.**

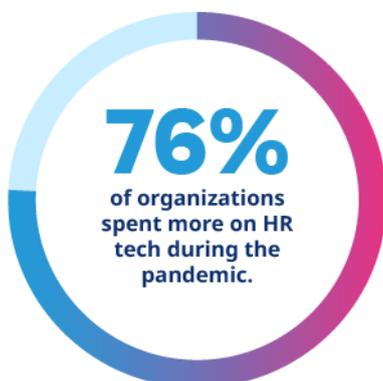


**1 in 4** employees say their organization did not offer benefits that provided them with the right support.

But **HR and benefit teams are making the right moves** to capitalize on the changes made as a result of the pandemic:

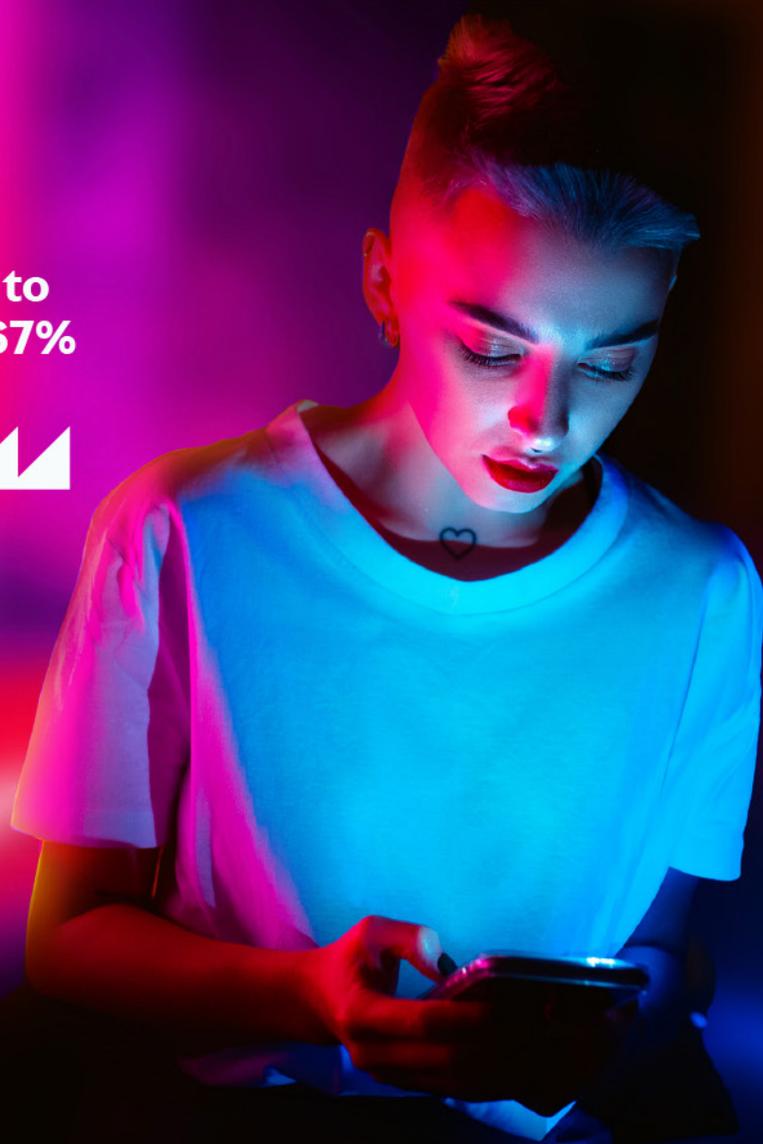


## And how will they deliver?



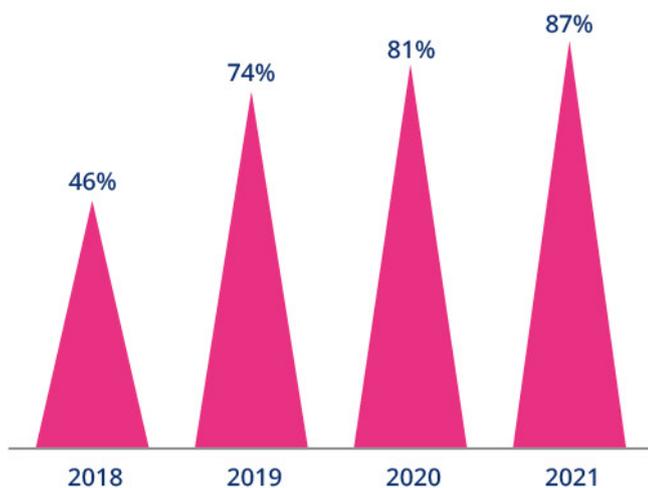


**The COVID-19 pandemic accelerated plans to centralize HR for 67% of organizations.**



**Those using centralized, specialist systems are 2x more likely to be exceeding their employee engagement score targets.** This also supports HR and benefits teams to meet their top goal: a globally consistent employee experience.

**Figure 1.1.** Organizations stating a globally consistent employee experience is their top priority



With benefits under increased executive scrutiny, and investment in tech on the rise, there has never been a greater need for HR and benefits teams to be able to report and analyze activity effectively.



**Yet 20% of organizations are still not using, or ever intend to use, employee data to report on anything.**





How can organizations build an effective, long-term strategy without analytics to give them confidence about what they're changing and the impact it has on employees? Many are still struggling with agile reporting on fundamentals.



**for 69%**

of organizations, it would take longer than a week to answer a very simple question:



**What is our highest costing benefit?**



**and 47%**

are not reporting on benefit take up levels

With organizations planning to funnel more money into benefits, half aren't measuring if they are actually being taken up. If organizations want their benefit improvements to thrive in a post-pandemic world, they need to look at their digitalization journey as part of a long-term, consolidated benefits strategy with analytics and agile tech underpinning it.

**Find out more in our main report [here](#).**