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**EMPLOYERS AND STAFF RECOGNISE THE NEED FOR EFFECTIVE
BENEFITS COMMUNICATION IN THE WORKPLACE**
**- *Mybenefitsatwork* research highlights a shortfall in the
communication of benefits-**

Research¹ conducted by *Mybenefitsatwork* has uncovered that the vast majority of employers (95 per cent) believe the responsibility lies with them to keep their staff informed about changes to pensions legislation. And this is supported by the fact that three quarters (75 per cent) of employees believe the duty rests with their employer.

Mybenefitsatwork (www.mybenefitsatwork.co.uk) is a new online service launched by the award-winning national firm of financial advisers, Foster Denovo Limited. It enables employers of all sizes to communicate their employee benefits to their staff through an interactive website.

The research also went on to uncover that more than half (51 per cent) of employers provide communication of their benefits via a staff handbook. Nearly half (49 per cent) state that this communication is done via a new joiner induction programme.

“When it came to addressing what prevents employers from better communicating their benefits, two thirds of employers (66 per cent) said they did not do more due to lack of inclination. 44 per cent stated lack of time was the main reason.”

When asked, employees believed resource (43 per cent) and cost (39 per cent) were the two most popular reasons why their employers didn't fully communicate their benefits.

83 per cent of employers believe that if staff had a full understanding of the benefits provided to them, this would make them more loyal and have a positive impact on retention. When the same was asked of employees, 80 per cent said they would be more loyal to their employer.

¹ July 2015. Mybenefitsatwork commissioned Atomik Research to conduct two surveys. The first survey went to 100 business employers and 100 charities. The second to 100 employees in small businesses and 100 employees in charities.

Ian Bird, business development director at Foster Denovo and founder of *Mybenefitsatwork*, said: "The research has uncovered some interesting findings. What is clear is that employers need to become better at communicating the benefits that they offer to their staff. In doing so, their employees are likely to be more engaged and committed to their employer."

"The fact that so many rely on the staff handbook to communicate their benefits is concerning. In my experience, handbooks can quickly go out of date and are an unappealing way of engaging with the employee. I truly believe that technology has an essential role to play."

"With so many changes currently taking place in the pensions and benefits landscape – namely automatic enrolment and pension freedom – there is a greater need to provide employees with up-to-date and accessible information about their benefits and how the legislative changes will impact them. *Mybenefitsatwork*, coupled with financial education in the workplace, can help them to make educated decisions about their financial futures.

"Improved communication will lead to increased staff loyalty, engagement and retention. It is my belief that if companies are investing in the provision of benefits for their workforce, then it is essential that they communicate them. Without it, employees won't understand or appreciate their benefits, and employers won't get a demonstrable return on this spend."

-Ends-

Notes to editors:

About Mybenefitsatwork

Mybenefitsatwork is designed to be an interactive communication tool. It enables employers of all sizes to communicate the benefits they offer – even if this is just a pension – in a friendly, accessible way, using every day language.

Employers can use Mybenefitsatwork as the cornerstone of their induction programme for new employees and to support their recruitment and retention strategies.

Clients already using Mybenefitsatwork have reported increased employee engagement levels and positive user experience.

The Mybenefitsatwork website is accessible by all employees, including those with mild visual impairments, low literacy and English as a second language. It features BrowseAloud functionality.

Mybenefitsatwork is a highly cost-effective tool to increase employee engagement. From just a £100 per month (plus VAT), employers can communicate their benefits package online to their entire workforce.

About Foster Denovo:

Foster Denovo Limited is a national firm of financial advisers with eight offices across the UK. Its 75+ Partners provide financial advice to individuals and families, businesses and charities.

Advice for private clients covers the full range of advisory areas, including financial planning, retirement solutions, estate planning and mortgages and protection.

The company operates a dedicated charity division, Foster Denovo Charity Solutions, which provides financial and employee benefits advice to charitable organisations and their staff.

Secondsight, the company's dedicated multi award-winning employee benefits division, provides financial education programmes, pension and employee benefits advice to businesses and their employees.

Foster Denovo also offers Enrolsme, a complete online solution for automatic enrolment for small and micro businesses.

Foster Denovo was originally established in 2005 and completed its buyout from the Tenet Group Limited in 2007.

Foster Denovo Limited is part of the Foster Denovo Group, and is authorised and regulated by the Financial Conduct Authority.

For further information please contact:

Katrina Suppiah, Publicité

Tel: + 44 (0)20 8543 6582

Email: k.suppiah@publicite.co.uk