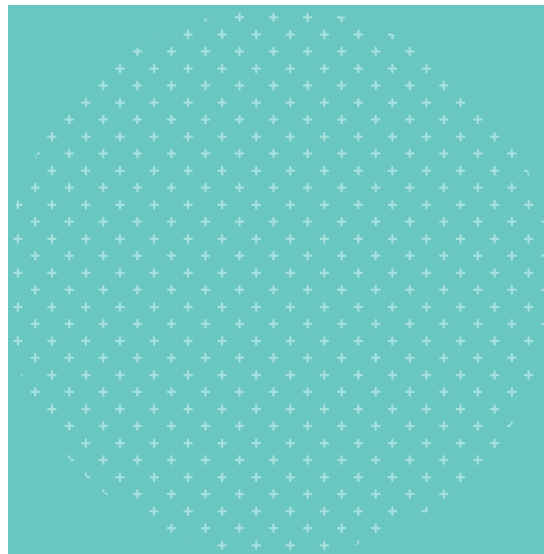


Your benefits playbook

to remove benefits friction
and unlock your recruitment/
retention potential



wex™

Employee benefits play a significant role in modern businesses...

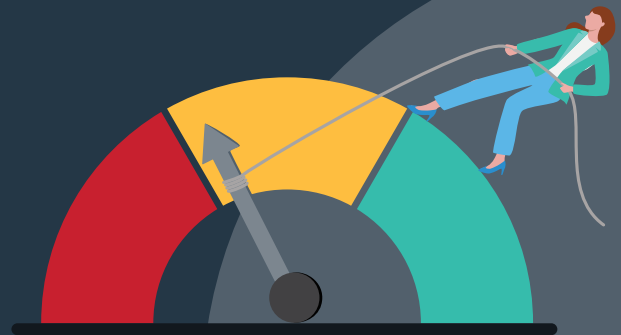
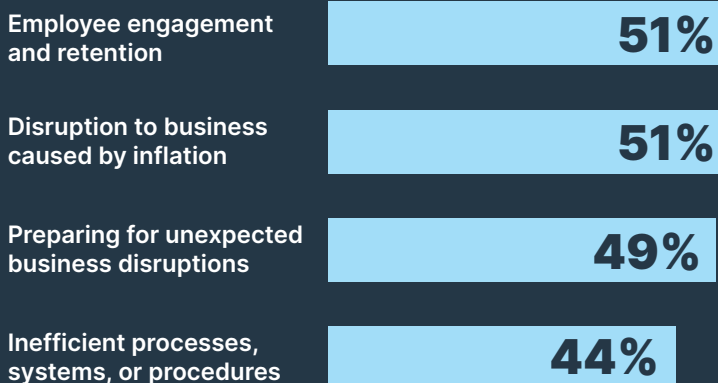
...especially in relation to recruiting, retention, and the opportunity they provide employers to show their employees how much they value them. But friction points related to employee benefits can impact both the success of a business and the satisfaction of its employees, which affects your recruiting and retention efforts, since salary and benefits were listed as two of the top three reasons employees consider leaving a job, [according to one study](#).

In April 2023, WEX collaborated with the global market research firm Ipsos to survey over 700 business leaders, which included HR professionals, on challenges or “friction points” they face in their business.

Let’s take a closer look into a few key areas of focus for our survey participants to reduce benefits friction in their businesses, along with potential solutions to these challenges.

Employee benefits and retention are top friction points

Below are the top friction points identified by business leaders in our survey:



Challenge:

Low employee engagement with benefits

Businesses are currently struggling with challenges related to employee engagement with their benefits. In fact, employee engagement was highlighted as one of the top friction points for employers who participated in our survey. And business leaders also say that outdated systems and inefficiencies significantly contribute to issues concerning employee engagement.

When employees don't understand their benefits, it can cause poor benefits decision-making during open enrollment, reduce benefits engagement, and lead to a decline in overall employee well-being. As a result, employers are often burdened with elevated healthcare expenses and higher turnover rates as well.

Solution:

Enhance benefits communication and education

In today's competitive job market, offering comprehensive benefits is not enough. You need to ensure that your employees understand the full value of the benefits package they're being offered.

Also, effective benefits education can contribute to increased job satisfaction and peace of mind for your employees. When employees understand how their benefits contribute to their health, financial security, and work-life balance, they are more likely to feel valued by their employers.

Regular benefits communication increases the value of the benefits being offered and demonstrates your commitment to your employees' well-being. By clearly explaining the variety of benefits available, how they work, and providing examples on how they can be used, you empower your employees to make informed decisions about their benefits selections.

For example, providing educational materials, comprehensive training, or workshops on healthcare options and retirement planning can help reduce stress related to medical expenses and future financial security.





Challenge:

HR burnout from ineffective procedures and insufficient support

Approximately 40% of leaders from our survey said they face significant difficulties and financial losses from inefficient processes, systems, or procedures and lacking integration across different departments.

Leaders also expressed deep concerns about employee well-being. If your HR team becomes overwhelmed with a time-consuming and complex workload caused by these inefficient processes, it can lead to burnout. And as a result of an overworked HR team, your employees will not receive the HR support they deserve.

Solution:

Provide HR with the best systems, technology, and tools

Integrated systems, user-friendly technology, and supportive tools can reduce the burden on HR teams from inefficient processes and inadequate support. In fact, nearly half of our surveyed business leaders believe that businesses should prioritize enhancing integration and communication between various areas of the company and invest in technology to streamline internal processes.

By providing your HR team with enhanced technology and supportive tools, you can simplify their benefits administration tasks and other HR processes, allowing them to focus on strategic initiatives and employee support rather than overwhelming them with routine administrative tasks. Also, this technology can provide real-time access to data, enabling HR staff to make informed decisions and respond promptly to employee questions.

40% of leaders say they face difficulties and financial losses from inefficient processes, systems, or procedures.



Challenge:

Struggling to retain and attract talent

Employee engagement, retention, and recruitment are some of the most prominent challenges faced by businesses, with half of all leaders in our survey acknowledging them as significant hurdles and key areas they want to prioritize over the next few years.

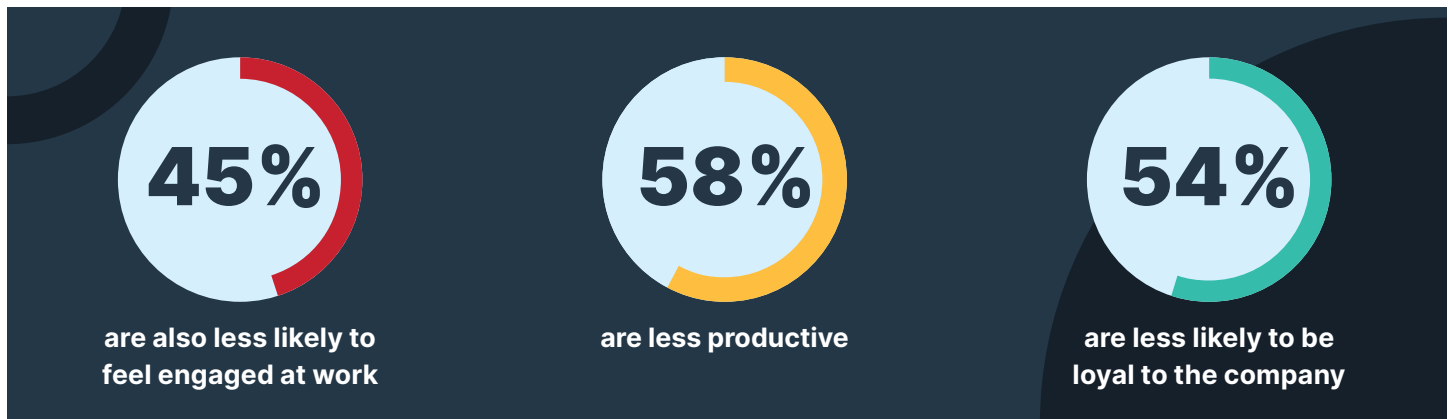
Not offering a comprehensive benefits package can have a negative impact on employee recruitment and retention. Today's employees value healthcare, retirement plans, flexible work arrangements, and career development opportunities. Without these benefits, prospective employees may be hesitant to commit to a company, and existing employees may feel undervalued and seek better opportunities elsewhere.



Solution:

Provide a comprehensive benefits package

Offering a more holistic benefits package that aligns with the needs of current employees can foster a more engaged and satisfied workforce. [According to a recent report](#), 42% of employees don't feel cared for by their employers. Of these employees:



When employees feel that their employer genuinely cares about their well-being, it not only boosts morale, but also strengthens their commitment to the company. And offering benefits like health savings accounts (HSAs), flexible spending accounts (FSAs), lifestyle spending accounts (LSAs), and flexible work-life balance perks can create a more inviting workplace, attracting a wider range of job candidates who value these offerings.

Offering benefits packages that fit the expectations of a changing workforce is incredibly important. This means not only understanding the needs of your current employees, but also keeping an eye on emerging trends in the job market. By regularly reviewing and adjusting your benefits offerings, you can ensure that your benefits packages remain competitive and appealing.

A frictionless benefits experience with WEX

WEX is committed to delivering a seamless and frictionless benefits experience for you. We understand that navigating the intricate landscape of benefit management can be a daunting task, but we firmly believe that the process of managing your benefits should be as straightforward and stress-free as possible. With our intuitive and user-friendly tools, we simplify the often complex world of benefit management.

Ready to learn more?

› About our survey of business leaders

Our survey of business leaders included findings of an Ipsos poll conducted on behalf of WEX between March 1-14, 2023. For this survey, a sample of 700+ business leaders in manager or above positions working in administration, finances, operations, sales, human resources, or other executive functions from the continental U.S., Alaska, and Hawaii were interviewed online in English. The sample includes 292 Managers, Senior Managers, and Directors, 151 Vice Presidents, Senior Vice Presidents, and Senior Executives, and 259 C-Suite level leaders.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding.

The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 4.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=702, DEFF=1.5, adjusted Confidence Interval=+/-6.0 percentage points).

› About WEX

WEX (NYSE: WEX) is the global commerce platform that simplifies the business of running a business. We have created a powerful ecosystem that offers seamlessly embedded, personalized solutions for our customers. Through our rich data and specialized expertise in simplifying benefits, reimagining mobility, and paying and getting paid, WEX aims to make it easy for companies to overcome complexity and reach their full potential. For more information, please visit www.wexinc.com.

