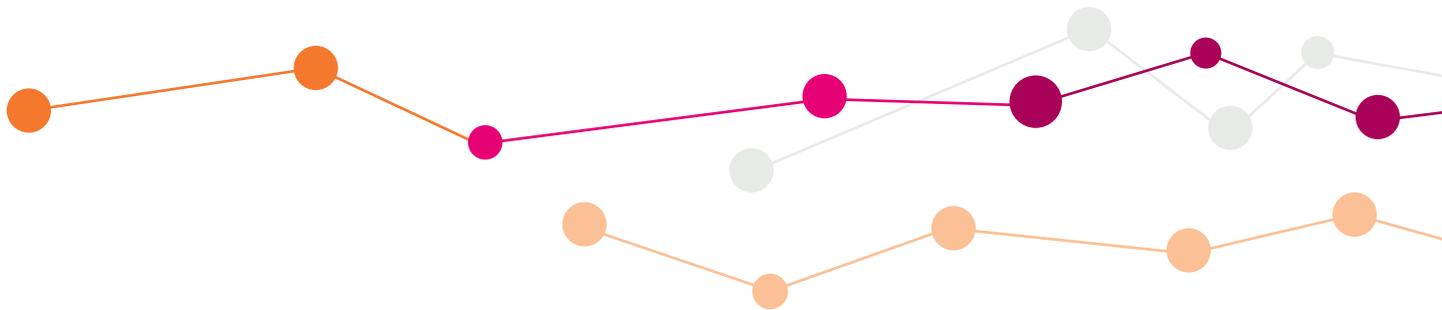


CAPITA



Optimise SME

Delivering SME benefits excellence



Great people make businesses better

In our competitive world, all businesses, regardless of size, need the right people in order to thrive. Whether it's through their expertise, output or client relationship skills, talented people make the difference.

To attract and retain that talent, employers ideally need to be able to offer a mix of exciting and challenging work, competitive salary, flexibility and an eye-catching benefits package.

While SME firms can have an advantage over larger employers in terms of the freedom and flexibility they can offer, they have traditionally been at a disadvantage in areas such as benefits. Larger employers will either have

in-house benefits experts within their HR teams or the budget to engage specialist consultants to help them build their strategies.

But in the midst of a fragile recovery and following a deep, prolonged recession, business owners need to carefully manage their budgets and any investment into benefits needs to be both effective and to produce tangible results.

Optimise addresses both this requirement to attract and retain talent and to manage costs by taking a proposition already being successfully used by large employers and developing it to meet the needs of the modern SME.



The challenge of relevance

The biggest challenge for employers when putting together a benefits package is ensuring that what is offered reflects what their employees want, value and appreciate

Regardless of the level and range of benefits offered, if the benefits don't appeal then they are simply a waste of money.

Traditionally there have been two routes to determining effectiveness: benchmarking the benefits on offer against what competitors are doing and asking employees to complete surveys.

Each has value but also drawbacks. Competitor analysis is always worthwhile but pre-supposes firstly that a competitor's employees are satisfied with the benefits being

offered and secondly that the make-up of a competitor's workforce mirrors your own.

Likewise, while it's never a bad thing to engage with employees and take on board their opinions, this too is fraught with difficulties. An analysis can only be made of those responses received which may not truly reflect the workforce as a whole. Furthermore, there is plenty of evidence to suggest that what we say and what we actually do in life may be two very different things.



Introducing Optimise SME

Optimise is a unique solution that applies the science of data analytics

Our benefits portal, Orbit, has been allowing employees to make benefits choices online for some 15 years. Nearly 500,000 employees currently access the portal equating to over 10 million decisions a year relating to the benefits being offered by their employers.

This provides us with an enormous amount of accurate, real-time data on the actions employees actually take and the benefits that are generating the most activity and interest.

Our data science and benefits consultancy teams work together to use this data alongside the analysis of your workforce demographics to build the most comprehensive picture of your employees and their preferences. Armed with this in-depth knowledge of your people and the latest data on trends, it will be possible to build a really effective benefits package that maximises the value out of every pound spent by ensuring it is relevant and appealing to your workforce.



1

Inventory

We will complete an inventory of your current reward and benefits package, provide clarity of design and cost, as well as identify any technical issues.



2

Analysis

Using our market leading optimisation tool, we will conduct a demographic profile analysis of your workforce and identify the benefits they most value.

3



Design

We will design a tailored reward and benefits package for your employees.

Capita – the perfect partner for SMEs

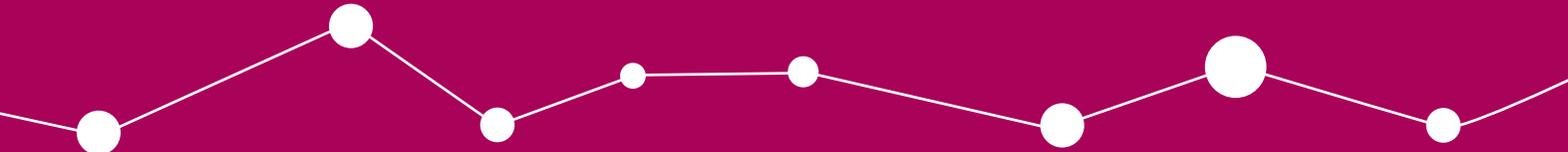
We believe two key factors allow us to claim that we are both the best people for SMEs to work with and that we will help you to create and run a cost-effective, eye-catching benefits package

We understand the diverse needs of SMEs

We currently look after the benefits needs of over 600 SMEs across the UK. Through this working partnership we have built real expertise in advising and consulting with SMEs. Our consultants are supported by a specialist SME team.

We're the market-leaders in data-led consultancy solutions

We have pioneered the use of data science to deliver better benefits outcomes. Our work has been recognised by clients and by our peers: our work has been recognised in a number of awards. Over 500,000 employees across 10 market sectors have seen their benefits optimised through our data-led consultancy.

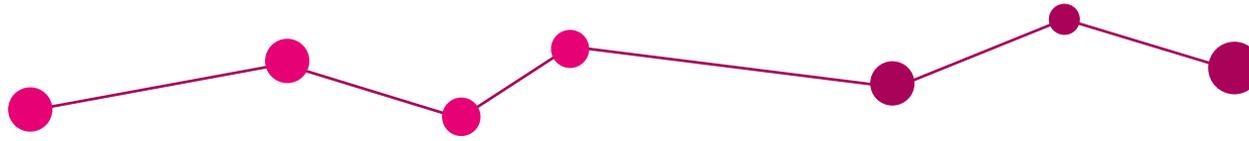


Working in partnership with Capita and with the support of Optimise, you will be able to understand your workforce, enhance your competitiveness and stand out from the crowd while at the same time controlling your costs and maximising the value of your investment in your people.

Next steps

If you'd like to find out more about the difference Optimise can make to your business, please contact your usual Capita consultant or email:

ceb.marketing@capita.co.uk



Employee benefits

www.capita.co.uk/employeebenefits



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