



Benefex™
Work Inspired



We'll do you proud

Plusnet Perks

A masterclass in tailored communications

employee
benefits
AWARDS

Winners | Best flexible benefits plan | EB Awards

Winners | Best benefits communications | EB Awards

We've all seen those Plusnet adverts. They have an unmistakable voice; a warm, local, Northern sound. This sound carries throughout the way Plusnet care for their customers, and their employees.

So, when it came to rolling out their benefits scheme, our team at Benefex had to make sure they put together a communications strategy to mirror Plusnet's unique voice.

Plusnet's philosophy

Plusnet have a local reputation of engaging their people and being innovative in employment practices in order to support the lifestyle and choices of their employees. Their entire benefits scheme was fuelled by their guiding principles of 'Employee Choice' and 'Employee Voice', so we knew their employees themselves had to be central to the communication of their scheme.

Objectives

1. Get employees more engaged in the benefits provided
2. Attract and retain staff while going through a period of growth
3. Create meaningful experiences for Plusnet's employees

Plusnet has a unique Northern culture; it is a fun environment to work in; the employees love to be involved, and rise to the challenge of a competition. So, we devised an extensive and innovative communications campaign which played off the Plusnet employees' competitiveness, the company's northern roots, and everyone's love of humour and fun.

"The company has a great vision, and wants to grow, and this oozes into the workplace atmosphere, and it's a great place to be every morning."

Plusnet team member

The Strategy

1. Employee-centric communications. Plusnet employees were featured as part of the benefits brand.
2. A relaxed, tongue-in-cheek approach.
3. 18 champions from across the business were trained to work with us in communicating the launch of the scheme.
4. We produced a video about the scheme to communicate what was available. Plusnet employees were featured along with a soundtrack of 'It's All About You' by McFly.
5. Plusnet employees named their scheme themselves.
6. Posters featuring Plusnet employees were placed around the offices to display the benefits on offer. Keeping Plusnet's employees so central to the campaign was key to the overall theme and messaging of 'Employee Choice and Voice'. The posters were refreshed every week to maintain momentum in the build-up to launch.
7. All the providers were brought on-site so they could talk through their benefit, and how easy it is to access through our OneHub platform.



How did their employees feel?

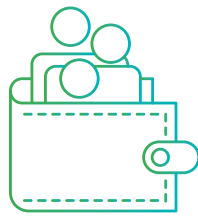
When their scheme launched, Plusnet employees got into work to find a new 'Plusnet Perks' mug, some tea and biscuits, as well as a brochure on their desk, entitled 'Sit down, make yourself a brew, and take a gander at your new benefits scheme'. The day of the launch turned out to be really emotional, given that the employees themselves had been such a huge part of the communications campaign.

A combination of great communications and great benefits gave some pretty great results...



£27,000

of savings for Plusnet



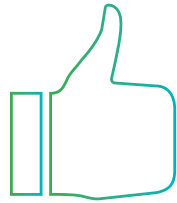
£80,000

of savings for Plusnet employees



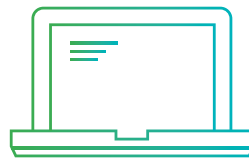
100%

of employees took part in at least one type of communication



51%

take-up



81%

of employees logged in during enrolment



Andrea Kilgour
HR Director, Plusnet

"At Plusnet, our advisors are unscripted and given free license to do what they think is the right thing. For me that's really important when thinking about how to create an employee proposition which links together with the way we serve people, so the communications our employees received needed to be as authentic as their own voices. It was great to know we'd done the right thing from a proposition point of view, but what really hit home was how real it was for our employees. I've had people telling me that they can finally take their kids to Disneyland, so being able to give them a genuine, tangible experience has been the biggest outcome from our scheme, for me."



Benefex TM

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