

Funding Flexibility and Choice

To some extent, employers can achieve greater choice and flexibility in the benefits program by spending differently and reallocating resources to where they may be more effective. But if some of the cost of greater customization has to be borne by employees, will this create more dissatisfaction? The Study indicates that it will not.

EMPLOYEES WILLING TO PAY TO PERSONALIZE

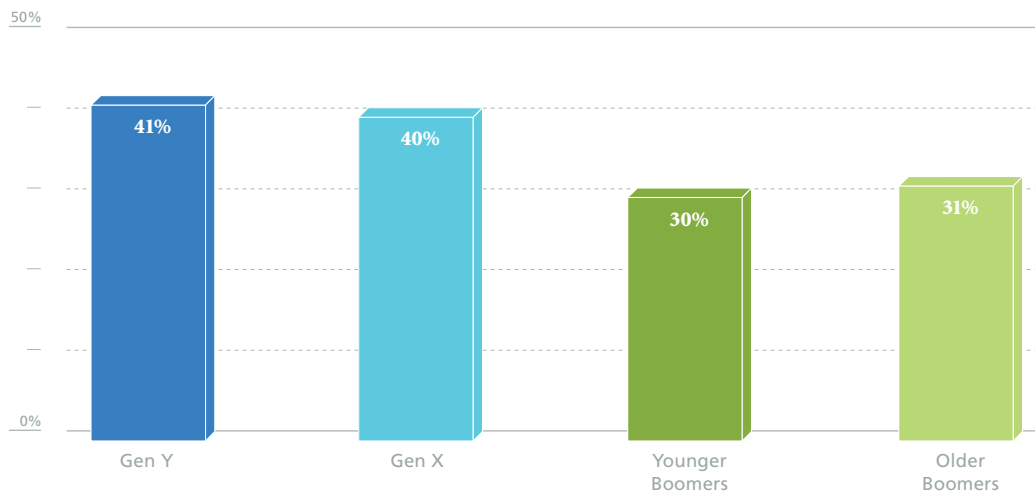
Flexibility and choice in benefits are a way to deliver personalized and customized benefits to drive loyalty while still managing the bottom line.

Employees across the board highly value personalized benefits—to the point that they are prepared to pay the entire cost if necessary. They also say that the availability of benefits that meet their needs is likely to increase their feelings of loyalty to the company.

fig. 3.4

Choice drives loyalty, especially for younger workers

Employees who said choice of benefits that meet their needs is extremely important for creating loyalty (even if they pay 100% of the cost)



Nearly two-thirds of employees value voluntary benefits as a way to obtain benefits that meet their personal needs.