



*Fitness Fanatics*

*Home Workforce*

*Social Butterflies*

*New Tech Lovers*



let's connect

# How to Diversify Your Benefits to Support Every Employee's Interests and Wellbeing

#EngageYourWorkforce

[www.lets-connect.com](http://www.lets-connect.com)

# The 3 most common issues with employee benefits

## 1. Understanding what your employees want and what will attract new talent

The benefits employees receive can be a deciding factor when choosing whether to apply to your organisation. Now, organisations are battling to attract and retain the top talent and general benefits such as holiday allowance, health insurance and pension contributions aren't necessarily enough to make you stand out against the competition.

Additional benefits that help support your employees' physical and mental wellbeing are increasingly standing out and employers who show interest and support their employees' hobbies and interests outside of work is what creates a strong, positive bond.

Not every employee wants the same benefits, and whereas holiday allowance might be important for some, others might prefer fun treats in the office or help and support outside of work. Knowing what benefits drive your employees is key in knowing what to offer.

Instead of thinking of your staff as a whole, it's important to think about everyone individually and consider their hobbies, interests and personalities. What excites them? What drives them? What motivates them?

Answering these questions will help you understand what benefits they really care about.



## 2. Offering enough benefits to satisfy a diverse range of needs

Everyone is different, which means companies need a range of benefits in order to meet every employee's needs. We surveyed HR professionals and found that offering enough benefits to satisfy a diverse range of needs was one of the main challenges today.

So what else can you offer that everyone in your company can get excited about?

Have you thought about running a Technology Benefit?

LG UHD 4K Smart TVs



Sonos Move Speaker



Ring Floodlight Security Camera



Smeg Stand Mixer



Nintendo Switch Lite



## 3. Getting sufficient take-up of the benefits offered to staff

We know that organisations can have difficulty engaging the whole workforce, in particular the younger generation. Often, older employees are engaged with the organisation's benefits platform because they are checking their pension contributions, but unfortunately, the younger generation isn't as excited or interested in the 'boring' or 'fundamental' benefits.

Offering something different and exciting is key in getting your young employees engaged with the company's whole benefits platform.

# How can technology help engage your workforce?

## Everyone needs technology!

We live in an environment where technology is everywhere. Whether it's for communication, entertainment, or enabling enjoyment of hobbies, everyone benefits from technology. The range of technology available means there is something to suit everyone's needs – so why not try running a salary sacrifice Technology Scheme to give your employees the opportunity to get the technology they need that supports their hobbies and interests outside of work?

Showing you understand and want to offer a benefit that gives them the freedom to pursue their hobbies outside of work, will help increase their overall happiness and wellbeing which in turn gets them excited and motivated to come to work.

## Technology Benefits

Employee participation in your benefits and rewards programme is key for attracting, retaining, and motivating the best people – it indicates that the benefits you are offering are valued by your people. Research also suggests that the more integrated employees are with their employers (i.e. signing up to internal schemes), the less likely they are to leave you for another job. These tried and tested schemes are known to help engage staff within a broader benefits platform you may be offering.

Some of the benefits of a Technology Scheme include:

1. Low cost and low admin implementation
2. Stand out from other employer benefit programmes
3. A wide range of products means you can meet a diverse range of needs
4. Can help promote health and wellbeing outside of work.



## But will a Technology Benefit really appeal to your employees?

Technology is for everyone. Take a look at the next few pages and see how your employees' hobbies and interests could be perfect for a Technology Benefit in your workplace...



# Your Health and Fitness Fanatics

It goes without saying, your employees' mental and physical health is important! You'll likely have a lot of staff in your workforce that like to do some form of workout in their spare time, but how can technology help them?

Do any of these employees sound familiar to you?

## The Strava Runner

They love running and are always talking to other staff about their latest runs. They love Strava – and are constantly monitoring their distance, heart rate, elevation and lap times to keep improving on their personal best.



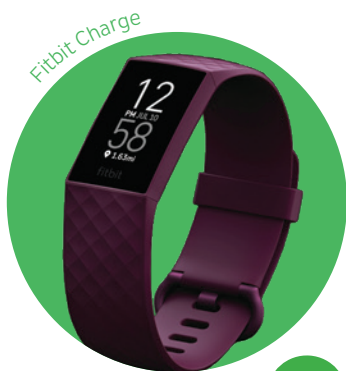
## The Fitness Fanatic

Whether it's running, cycling, swimming or lifting in the gym, this person loves every aspect of fitness. Outside of work means getting at least 45 minutes of gym time before they unwind and relax for the rest of the evening. Getting through the pandemic has been tough, but they've been able to adapt to home workouts to continue their routine.



## The Weekend Hiker

Knowing these people, they like to spend as much time as they can outdoors, exploring new mountains or walking trails. They much prefer being outdoors and seeing the most amazing views in the countryside. They may not like being confined to a gym like the other fitness gurus, but measuring their steps, miles walked and elevation gain is equally important to them.



## The Mindful Guru

Whether it's yoga, pilates or meditation in the morning or evenings, your Mindful Gurus love to relax in peaceful and calm atmospheres. Technology can help them transform a room in their house to help them create and find their zen.

# Your Content Consumers

We all like to kick back and watch a bit of TV after a hard days work, it's good for our mental health to switch off and who doesn't like to simple be entertained? These are the employees that take their TV seriously, you've probably heard them preaching about their latest viewing obsession or they've invited you over to watch the next big game. Your content consuming employees are bound to appreciate the addition of a Technology Benefit.

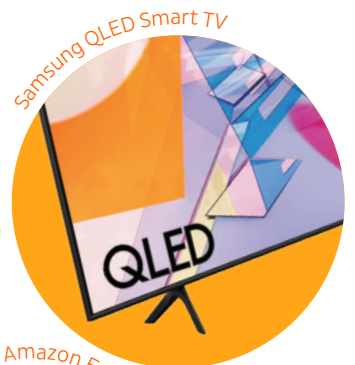
## The Series Binge Watcher

The Tiger King, Bridgerton, Grey's Anatomy and Schitts Creek are only some of the popular shows your 'series binge watcher' enjoys on an evening. They're always ahead of the most popular shows and can recite intricate details about past and popular shows. You might even catch them attending Friends fest! Whether it's Netflix, Prime, Disney+ or Hayu, they have subscriptions to all of the major streaming services.



## The Film Buff

Whether they're fans of Marvel, 90's cult films, horror and psychological thrillers or the classics they will always be the first in line at the cinema to see the latest releases. They love seeing new cinematography techniques being used and reading up on film and Hollywood trivia. You can be sure that they'll always know who's up for an Oscar or BAFTA every year.



## The YouTuber

From gaming walkthroughs, to travel reviews, to skin and makeup tutorials, your YouTubers love to watch their favourites, reviewing latest products or taking them to a new country. The more they watch, the more they might want to give it a go. They'll need the equipment to make sure they're creating high quality video and audio.



## The Home Sports Pundit

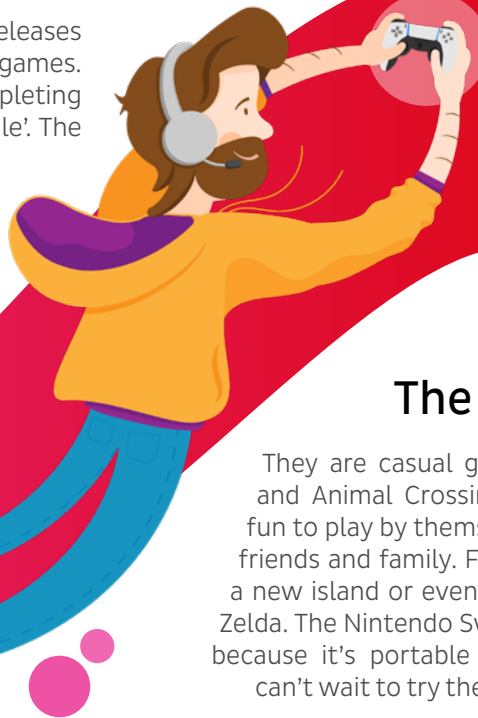
Whether it's Monday Night Football, the F1 qualifiers, or watching the best cricketers bat 6s in the IPL, your Home Sports Pundit loves everything about sports. They'll be commenting on the latest player transfers whilst wearing their team's shirts for every match. They might not be able to go to every live match, but they're definitely there in spirit!

# Your Gaming Enthusiasts

It's important for your employees to be able to blow off steam – these employees do so by playing video games. You've probably seen them playing games on their lunch breaks or heard them talking about their latest escapades on a Monday morning. Your gamers could benefit greatly from the introduction of a Technology Scheme.

## The Avid Gamer

They attend midnight launches for the latest releases and book days off to play their most anticipated games. When they're not at work they're working on completing their next story or earning their next 'Victory Royale'. The Avid Gamer must have the latest consoles to experience the best graphics and most frames per seconds and they won't settle for anything less!



## The Nintendo Gamer

They are casual gamers who prefer Mario Kart and Animal Crossing because it's light hearted, fun to play by themselves to relax or connect with friends and family. Friday nights are spent building a new island or even venturing into Hyrule to save Zelda. The Nintendo Switch is their favourite console because it's portable and family-friendly and they can't wait to try the new Ring Fit adventure game.

# Your Gadget Gurus

They're first to know about the latest gadgets and a fountain of knowledge when it comes to the technical details. Need to know your OLED TVs from your QLEDs? Wanna know which smartphone is going to make your photos look like they belong in a gallery? How about which headphones offer the best audio quality at the most competitive price? These are the guys you go to as not only do they know the answers, they already own the tech!

## The 'Must Have' New Tech Lover

Your Tech Lovers are always first in line when new phones and laptops are released. They know what's coming in the next twelve months for all the big brands and follow all the big technology-based news publications. Whether they've had their phone for six or nine months, they're always looking to upgrade to the latest specs and innovations.



## The Audiophile

These employees are serious about sound. Whether it's listening to the latest album or watching the next big blockbuster, your audiophiles want to hear it all and demand clarity.

# Your World Wanderers

These employees aren't the kind to sit still – on their days off they're getting out and about, taking in the sights of the country or the sounds of the city. You might be surprised however by how much technology joins them on their journeys, those beautiful photos on social media don't take themselves after all and nobody likes to travel in silence.

Do you recognise any of the employees below?

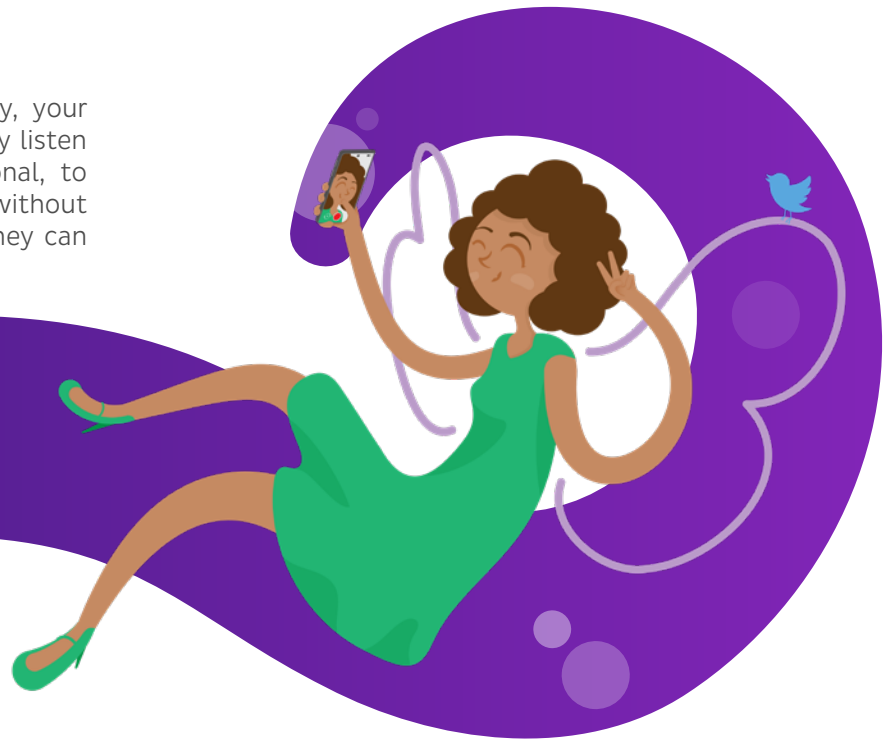


# The Social Butterfly

Instagram, Twitter, TikTok and SnapChat – they're using all the social channels to follow the latest lifestyle trends or set new ones. Weekends are for bottomless brunches and they're always looking for the latest fashion trends to keep their profiles up to date. They love keeping their social channels and life up to date.

# The Podcast Commuter

When podcasts were on the rise in popularity, your podcast lovers needed to get on the trend. They listen to a range of podcasts from sports to fictional, to entertainment. They find the best time to listen without interruption is whilst they're commuting and they can make every minute of their morning count.



# The Digital Bookworm

Reading a physical book can be challenging when on the move and some of your staff might even get motion sickness. This is why they prefer digital e-books and Kindles as they're less bulky to pack into their bags or they can listen to them without needing to hold a hard copy.

# The Photographer

They see life through a lens and are always prepared to capture a perfect moment. A smartphone camera isn't enough for your serious photographers, they demand a DSLR and have a lens for every day of the week! They are always snapping pictures wherever they are to build and share memories of places they've been.



# Your Internet Explorers

The internet is so many things to so many people. It can be a fountain of knowledge, a one stop entertainment destination, the world's biggest shopping centre and a place to hangout with friends or make new ones. For these employees it's all of the above and so much more! They're citizens of the World Wide Web and a Technology Benefit would help elevate their way of living.

## The Remote Worker

The way employees work has changed drastically over the pandemic and beyond and you may have some members of your team that are working part or full time from home. Whilst you may not know exactly what their home setup looks like, they'll be looking to make sure their work space is comfortable and productive.

Apple MacBook Pro



Microsoft Surface Laptop



## The Websurfer

Sometimes it's nice to get home and just relax and that's exactly what your Websurfers love to do. They want to switch off after a hard day at work and read the latest news, watch some videos, catch up with friends and family on Facebook and just generally browse the internet without any particular objective in mind. All of a sudden a few hours have passed but they feel much more relaxed.

Apple iPad Pro



Lenovo All-In-One Desktop Computer



Samsung Galaxy Tab



Apple 24-inch iMac



Microsoft Surface Pro



## The Online Shopper

They love to shop! They're constantly browsing for the latest clothes or home items and have multiple shopping baskets open. They like to buy quirky gadgets and gizmos that they didn't know they needed until they saw it! They now have a kitchen draw full of weird and wonderful utensils and home appliances that have only been used once.

Microsoft Surface Book



Samsung Chromebook



Microsoft Surface Pro



Samsung Galaxy Note



## The Blogger

Whether it's a new food blog, travel blog, or a quick daily blog about their new puppy – they've found their love for online blogging. From newbies to seasoned bloggers, they're always wanting to learn more about building their site and getting more people reading it.



# Benefits to suit your whole organisation

If one of your organisation's objectives this year is to engage your people in new benefits whilst also fostering a culture of wellbeing, then why not consider a Technology Benefit to support your employees interests and wellbeing, inside and outside of the workplace.

## Why is a Technology Benefit the right choice?

No matter what your employees' interests or hobbies are, technology is something that unites people. Whether it's a new phone, laptop, smart watch, TV or games console, technology is everywhere, which means it's best equipped to also meet the needs of your employees.

## Personalise your benefits

Technology Benefits offer a wide range of products that are essential for many interests and hobbies, so your employees can choose something that is suitable for them and their family!

A Technology Benefit can give:

- Your Fitness Fanatics the wearable tech they need to keep fit
- Your Avid Gamers the consoles and accessories to keep on playing
- Your Audiophiles and Music Lovers the headphones to keep on getting pitch perfect vocals and bass
- Your Film Buffs and Binge Watchers the TVs and soundbars for an at-home cinema experience.

And lots of other useful tech for your Gardeners, Bakers, and Homemakers in your workforce.

## Stand out from the competition

Adding a Technology Scheme into your overall company benefits can also give you a competitive edge against employers that only offer the standard benefits such as pension and health insurance.



Google Pixel 4a



Kärcher K4 Pressure Washer



Smeg Toaster



Marbotic Interactive Screen Learning



Tower BBQ

Kärcher Pressure Washer



Sonos One Speaker



ASUS VivoBook



## Promote health and wellbeing

Certain technology can aid in a healthier workforce. By offering products such as smart watches, fitness trackers, blood pressure monitors and smart scales you can help provide the equipment they need to increase their awareness of general health and wellbeing. Working to improve physical and mental health will also help tackle illness and absence within your workforce.

# An easy to implement benefit from a trusted provider

Let's Connect have been providing Technology Benefits for over 15 years and have proudly served more than a million employees across both public and private sector organisations. These include NHS, councils, emergency services and government bodies. We work with many of the benefit providers nationwide as their specialist in executing Technology Schemes for their clients as part of a wider benefits offering. Our order platform integrates seamlessly with benefits portals through Single Sign On authentication.

## No set up cost or management charges

Let's Connect offer a cost neutral Technology Benefit that has no set-up or ongoing management charges. Full project management is included from our team of PRINCE2-trained specialists, making sure your scheme is planned and implemented with care and attention.

The benefit is provided via salary sacrifice or a net pay arrangement and employees pay back the cost of the devices they want by spreading the cost through their salary, avoiding potentially expensive bank loans or credit card, all of which can help to improve financial wellbeing.

Samsung Galaxy Buds Pro



Ring Video Doorbell



Lenovo IdeaPad



Philips Hue Outdoor Lighting



## All marketing is included free of charge

What's more, marketing material to boost your engagement rate is included free of charge. That takes one less admin task off your hands! Communicating the benefits of the scheme can be difficult, which is why our experts will work with you to put together bespoke marketing activity to help spread the word throughout your organisation.

## Special 2021 Launch Offer

Implement your organisation's Technology Benefit in 2021 and Let's Connect will offer to run an introductory prize draw exclusively for your employees, allowing them to win some great free technology.

Not only is this a fantastic way to drive engagement and uptake in the benefit, it will also be provided free of charge to your organisation as a gesture of our commitment to making your scheme a success.

Garmin DriveAssist Satnav



Olympus Tough Camera



## Talk to us about running a Technology Benefit

Contact us today to speak to one of our Benefits Consultants and find out how a Technology Scheme in your organisation could help boost your benefits offering.

[Contact us](#)



*Avid Gamers*



*Mindful Gurus*



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*Binge Watchers*



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