

Benefit Package Surveys & Focus Groups



Step 1: Finding out what employees want

Conducting benefit package surveys and focus groups are important first steps to better understand employee preferences. BCI's experienced research team fosters open communication and offers actionable benefits recommendations based on employee feedback.

Customer Value

- Companies with highly engaged workers increased operating income more than 19 percent over a period of 12 months versus 33 percent decreased operating income at companies with less engaged workers. ¹
- Employees feel valued and more connected to their employer, thus improving retention - 81 percent of employees rate a company's benefits package as "highly important" to their decision to change employers or remain with their current company. ²

Advantages

- Helps the employer understand what employees value
- Determines whether employees understand and appreciate their benefits package
- Gauges employee attitudes
- Measures employee engagement
- Provides confidential feedback and communication
- Creates an effective building block for future planning
- Provides research for cost containment strategies
- Offers feedback on Health Care Reform changes

Delivery Options

- Onsite focus groups
- Call center IVR survey
- Online self-service survey
- Onsite ballot survey

¹Towers Watson, "Employee Engagement in Practice," June 2010.

²Prudential, "Study of Employee Benefits: 2009 & Beyond," 2009.

Contact BCI's Marketing Department to custom design your benefits plan.

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