





# **FUTURE-FACING** REWARD COMMUNICATION



**Access to information  
alone doesn't make  
anyone smarter**

Evan Williams  
CEO Twitter

S&P Global

sage



*Telefonica*

**Deloitte.**

*The Coca-Cola Company*



# FUTURE REWARD COMMUNICATON



**Change**

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**Employee  
experience**

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The background is a solid red color. In the top and bottom corners, there are abstract patterns of white and light red shapes, including circles and rounded rectangles, arranged in a grid-like fashion. The word "CHANGE" is centered in the middle of the page in a bold, white, sans-serif font.

**CHANGE**



**The only constant  
in life is change.**

Heraclitus





ISO 6400  
F 5.6

REC



1:40:03:30

Video No. 2543

PLEASE ENTER YOUR EMAIL ADDRESS

1 2 3 4 5 6 7 8 9 0  
Q W E R T Y U I O P  
A S D F G H J K L  
Z X C V B A M @  
DELETE SEND

Full QWERTY keyboard interface



PURSUIT

PURSUIT



**COMPANIES NEED TO BE  
AGILE TO MEET THE FUTURE  
AND TO TRANSFORM**

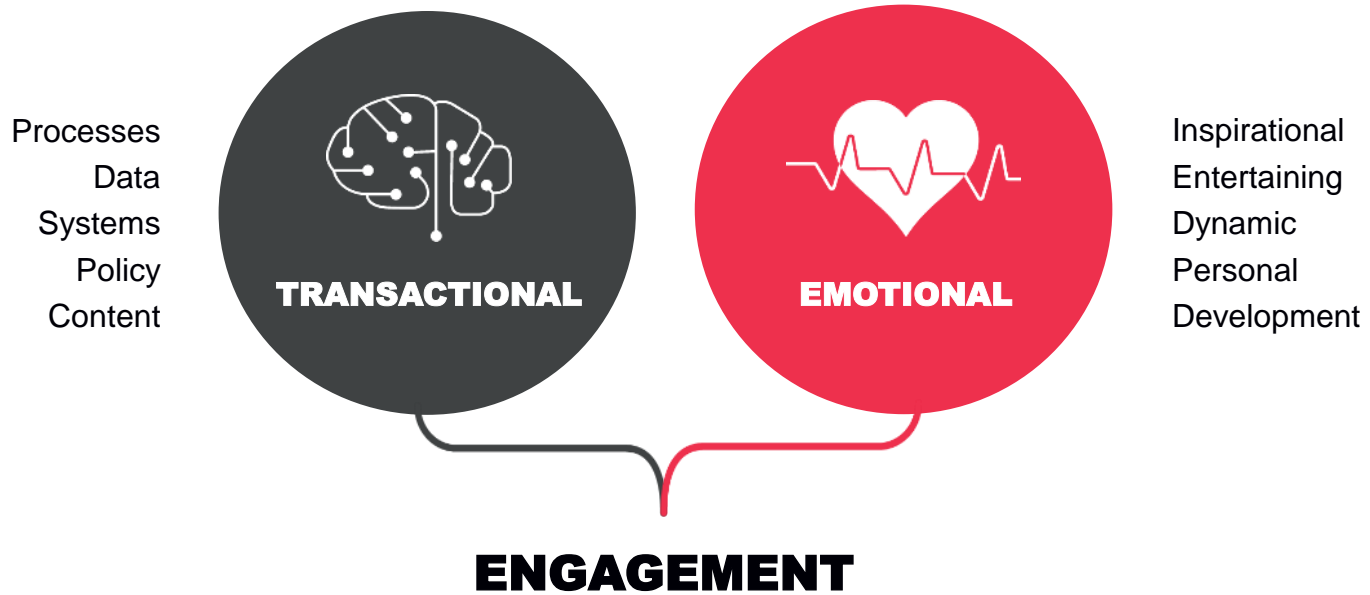
SO DOES THE COMMUNICATION STRATEGY

# THE CURRENT REWARD LANDSCAPE

TO COMMUNICATE AND ENGAGE



# **BALANCED** COMMUNICATION MODEL





**It is time for employers to recognise that compensation and benefits alone do not makeup total rewards.**

**Work-life effectiveness and talent development are becoming significant areas of focus for employees.**

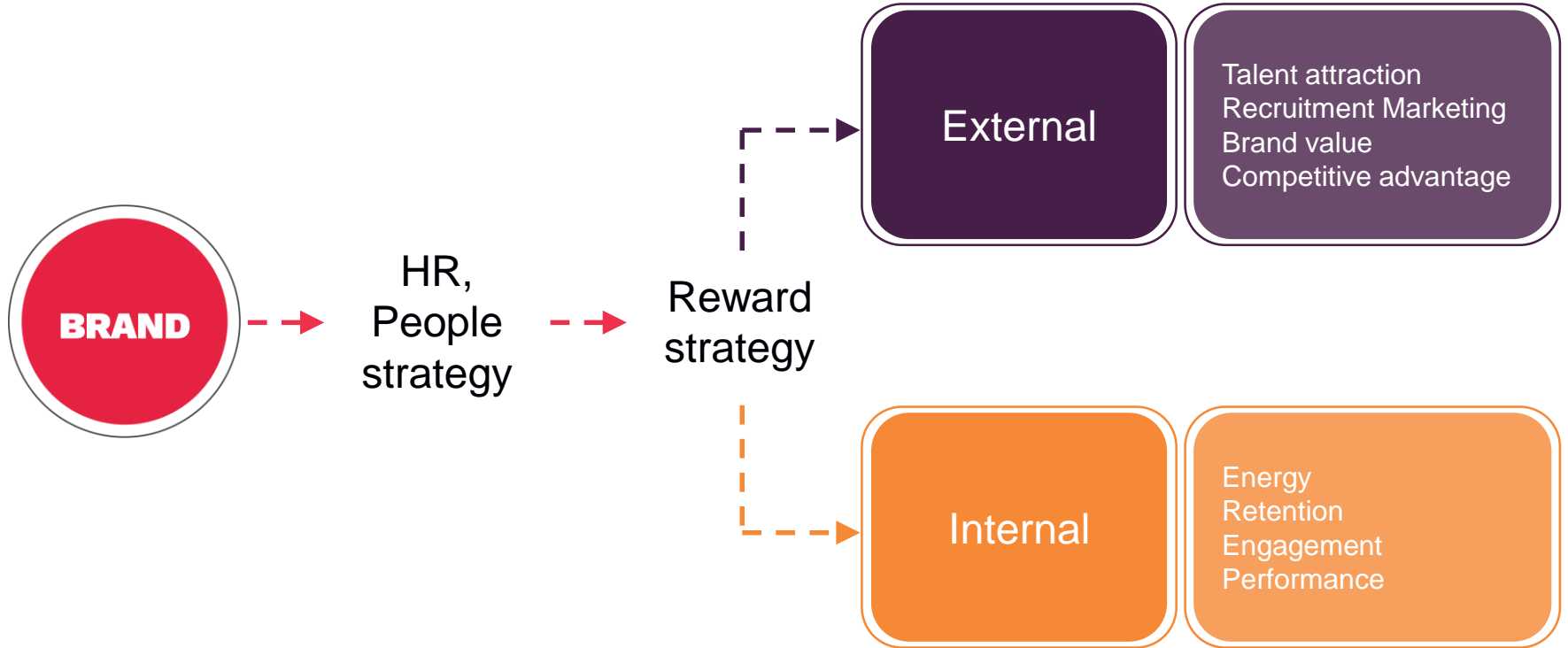
EY2016



REWARD -  
A VITAL  
ENABLER FOR  
**ATTRACTING  
TALENT**  
BY BUILDING  
THE  
EVP



# ENHANCING VALUE OF REWARD COMMUNICATION





WHAT ARE THE **REWARD**  
**COMMUNICATION PRIORITIES** FOR  
EMPLOYEES IN THE FUTURE?





# **EMPLOYEE'S REWARD COMMUNICATION PRIORITIES**

- **Pay**
- **Benefits**
- **EVP**
- **Work life balance**
- **D&I**
- **Ethics**
- **Community and collaboration**
- **Aspirations**
- **Career**
- **Relevance**



The background features a repeating pattern of red circles and vertical bars of varying heights, creating a textured, grid-like effect.

# EMPLOYEE EXPERIENCE

**CHANGING TECHNOLOGY**  
THE EMPLOYEE EXPERIENCE





**REWARD COMMUNICATION  
DIGITAL AUDIT**

# REVIEW, STRATEGY AND PLANNING – GAP ANALYSIS

WHERE  
ARE WE  
NOW?

GOALS

CURRENT  
STATE

Audit and  
review

REWARD  
COMMUNICATION  
STRATEGY

Pay  
Benefits  
Ethical  
Work-life balance  
Diversity & inclusion  
Two-way dialogue  
Community  
Social....

WHERE  
DO YOU  
WANT TO  
BE?

FUTURE  
STATE

PURPOSE

Desired  
Outcomes

# AUDIT TOOL - EXTRACT

## CRITERIA - REWARD & RECOGNITION - STAKEHOLDER

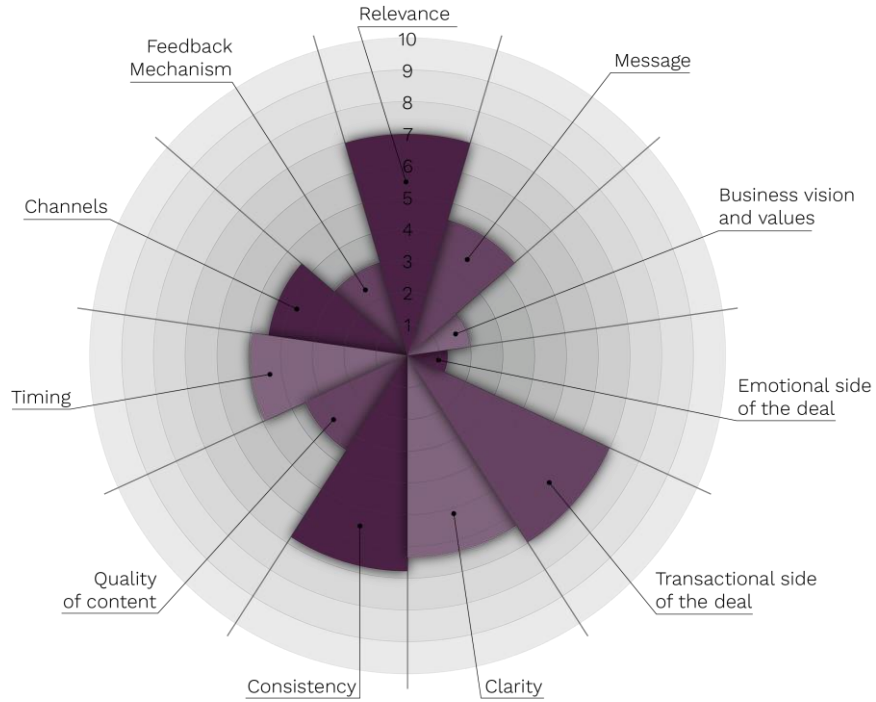
QUESTION	RESPONSES	CHECK
<b>Executive Reward – how do you communicate this?</b>	We provide the basic fundamentals and an annual provider statement.	<input type="radio"/>
	We provide the basic fundamentals and an annual provider statement branded with our logo.	<input type="radio"/>
	Employees receive a full description, annual statement and regular updates.	<input type="radio"/>
<b>Purpose</b>	Employees receive a full description, annual statement, regular updates and a tutorial.	<input checked="" type="radio"/>
To assess what means the business uses to communicate benefits and how targeted these are.	Employees receive a full description, annual statement, regular updates, a tutorial and modelling tools.	<input type="radio"/>
	We provide a branded personalised online communication with live data and modelling tool for forecasting linked to our business vision and strategy.	<input type="radio"/>
	No answer.	<input type="radio"/>

# AUDIT TOOL - EXTRACT

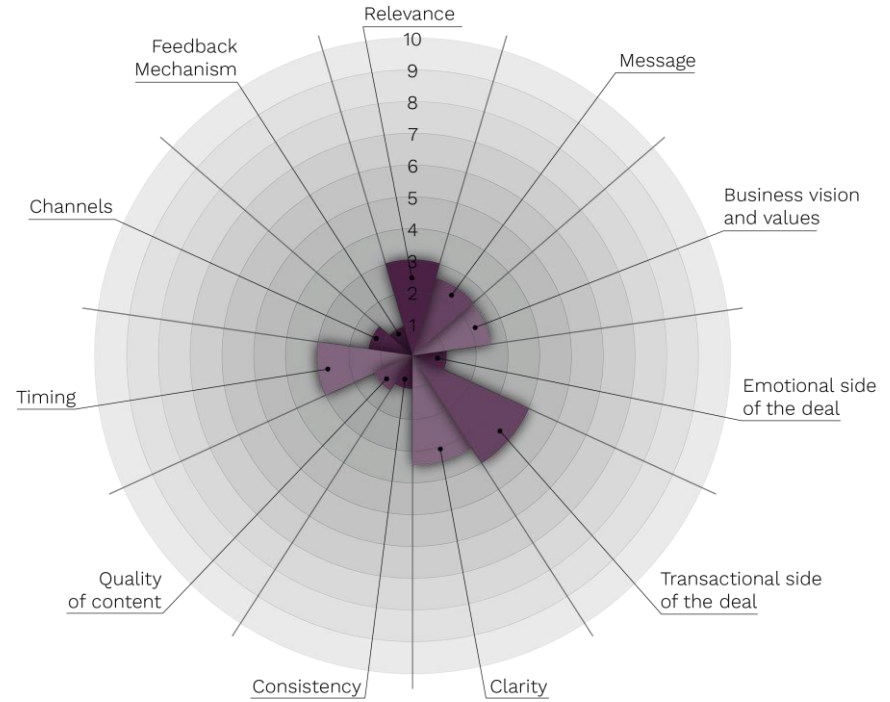
## CRITERIA - REWARD & RECOGNITION - STAKEHOLDER

QUESTION	RESPONSES	CHECK	WEIGHTING %	COMMENT / BENCHMARKING
<b>Executive Reward – how do you communicate this?</b>	We provide the basic fundamentals and an annual provider statement.	<input type="radio"/>	<b>1</b>	
	We provide the basic fundamentals and an annual provider statement branded with our logo.	<input type="radio"/>	<b>15</b>	
	Employees receive a full description, annual statement and regular updates.	<input type="radio"/>	<b>35</b>	
<b>Purpose</b>	Employees receive a full description, annual statement, regular updates and a tutorial.	<input checked="" type="radio"/>	<b>55</b>	
To assess what means the business uses to communicate benefits and how targeted these are.	Employees receive a full description, annual statement, regular updates, a tutorial and modelling tools.	<input type="radio"/>	<b>75</b>	
	We provide a branded personalised online communication with live data and modelling tool for forecasting linked to our business vision and strategy.	<input type="radio"/>	<b>90</b>	
	No answer.	<input type="radio"/>	<b>0</b>	

# Total Reward

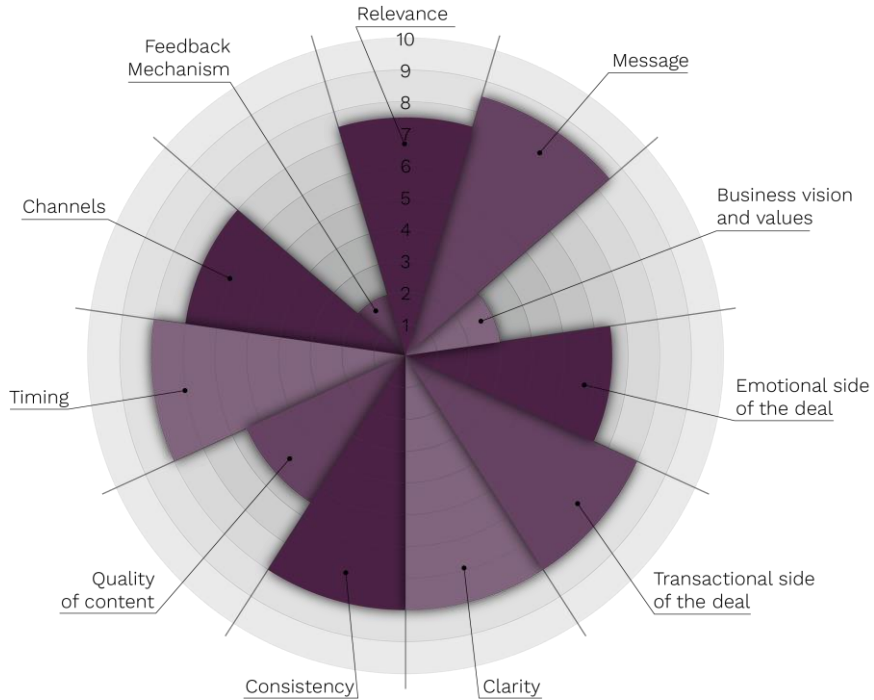


# Leadership Communication

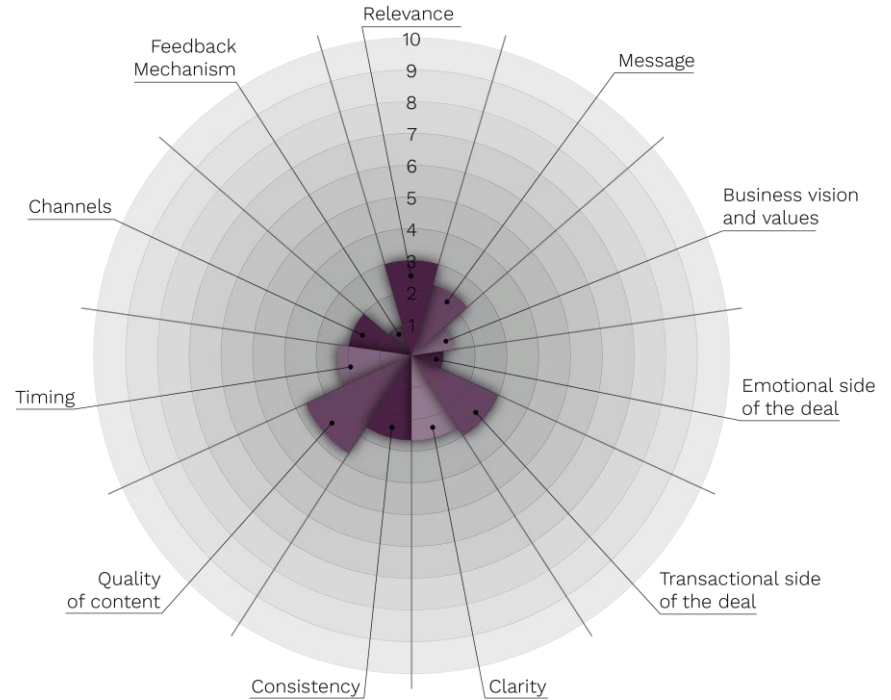




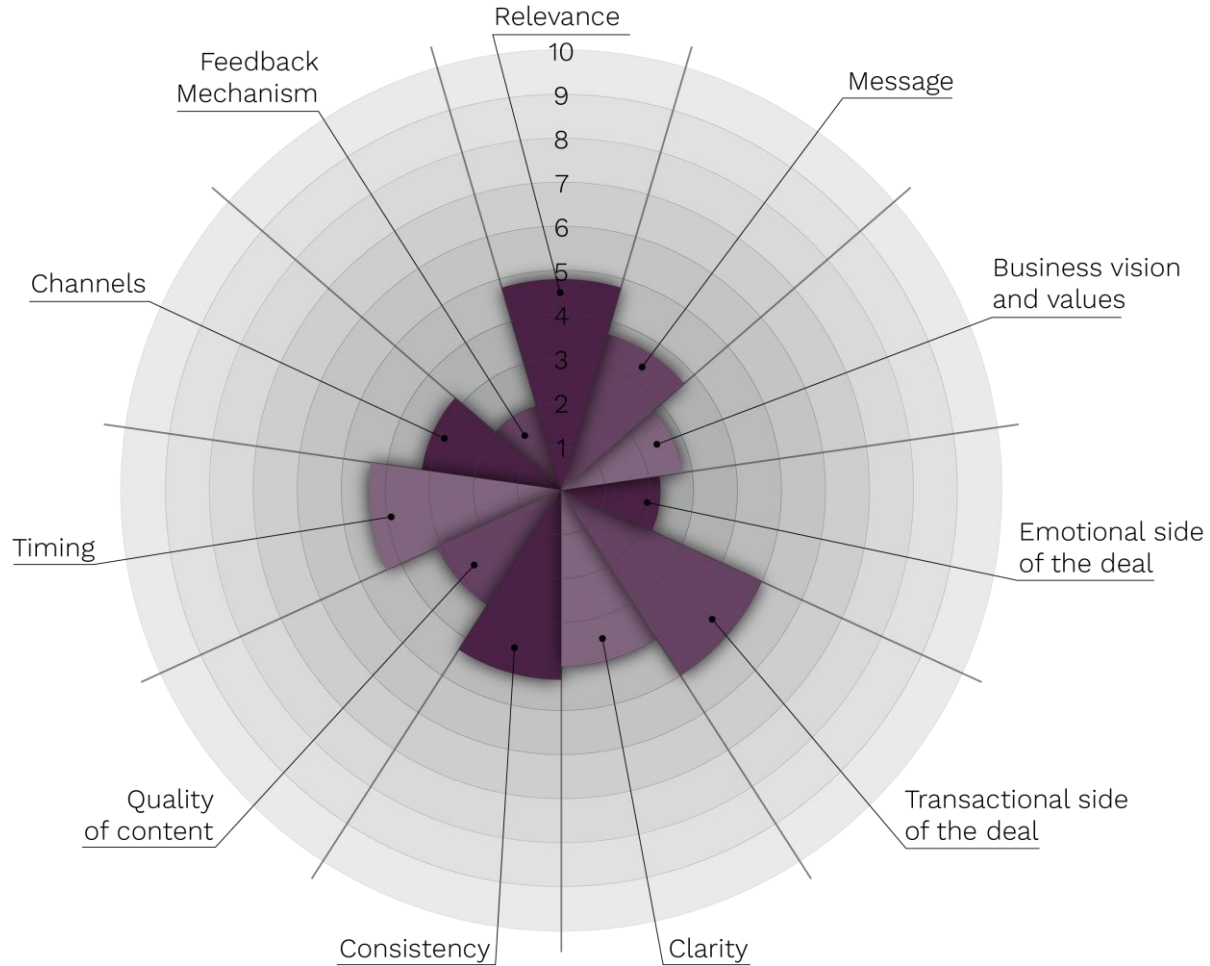
# Graduates



# Line Manager Comms



# Overall





# **CHANNELS & TRENDS**

Emma's Kindle

1:47 PM



MY LIBRARY >



MY READING LISTS >

*God Help the Child: A novel*

Toni Morrison

*Bettyville: A Memoir*

George Hodgman

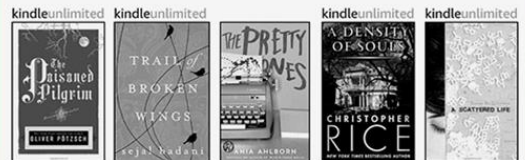
*On the Move: A Life*

Oliver Sacks

SAMPLE

+9 MORE

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kindle

# CONTEXTUAL PERSONALISATION

## KEY TREND

51% in the UK respond positively to real-time communication relating to their interests

## HOW TO USE IT IN REWARD COMMUNICATION

### Content more:

- **Relevant**
- **Personalised**
- **Immersive**
- **Useful**

**Data driven insight**

# Waitrose



# GAMIFICATION

## KEY TREND

**67%** increase by 2018 to  
\$5.5 billion

**89% employees**  
gamification would improve  
their engagement

## HOW TO USE IT IN REWARD COMMUNICATION

### Benefits

Make them exciting! Promote and educate employees about benefits.

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### On-boarding

Streamline processes and get people to complete tasks.

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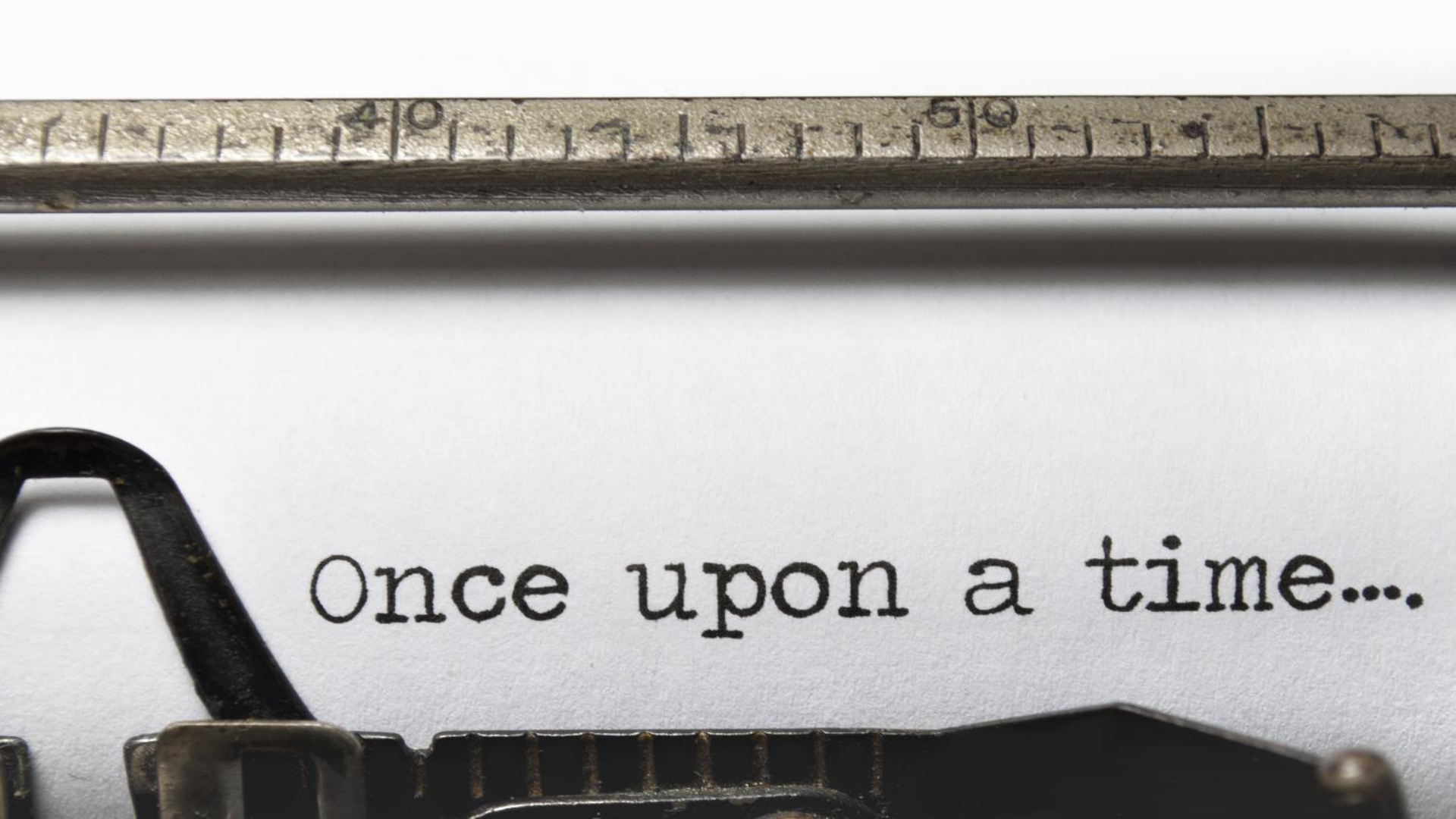
### Recognition

Motivate and incentivise through performance and development.

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Communication = **NOT JUST BROADCASTING**





Once upon a time...



## **CORPORATE NARRATIVE**

### **Key trend**

**42%** want an employer with positive world impact

Mission-driven companies

**30% higher innovation**

**40% higher retention**

## **HOW TO USE IT IN REWARD COMMUNICATION**

**Align Reward content and message with vision and brand strategy**

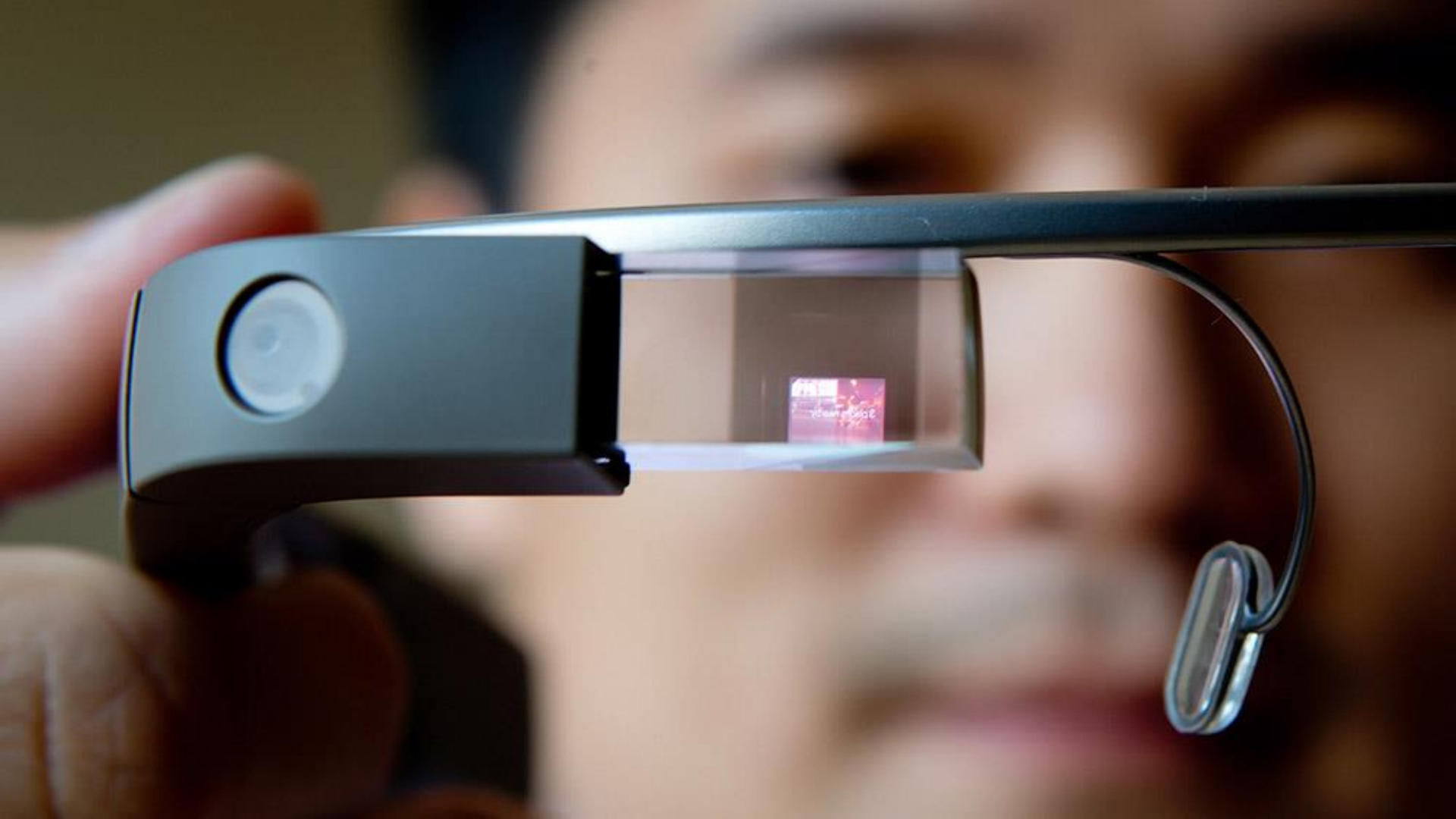
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**Inspire! Create a Reward narrative that has energy**

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**Be consistent and relevant**

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## **WEARABLES**

### **KEY TREND**

**2020** - 13 million wearables  
corporate wellness plans

**2019** - 245 million sales

### **HOW TO USE IT IN REWARD COMMUNICATION**

**Personalised contextual content -  
push & pull**

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**Fitbit – heath management**

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**Connecting with individuals**

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**Employees = consumers**  
**They expect right channels, agile  
workplace**



MAX FACTOR X  
GET THE LOOK  
NEW  
MIRACLE MATCH FOUNDATION  
DISCOVER THE GLAMOROUS YOU





# Olivia

What kind of messages do you think you should be giving her in the performance discussion?  
Select one or more options, then **submit**

I want to give you an incentive to do even better

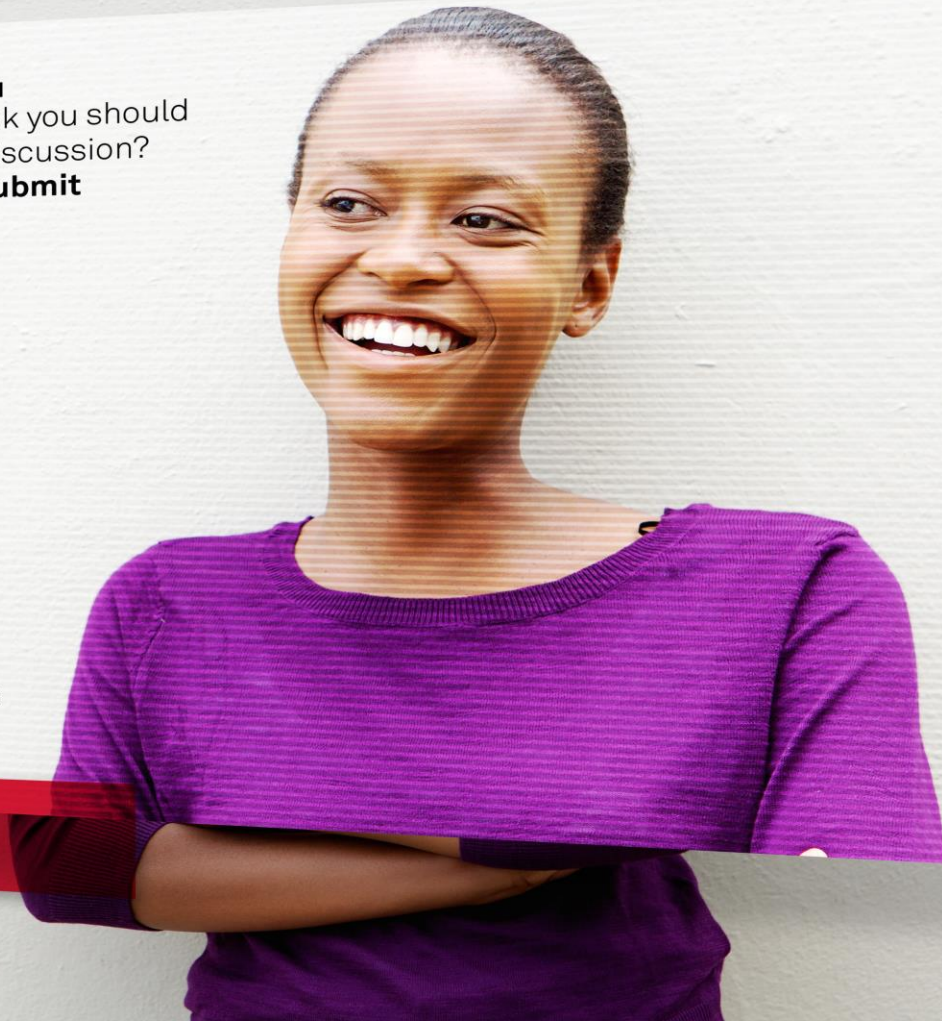
You're a top performer

I'd like to help you get on a stronger track

Your rating reflects your solid contribution

You exceeded expectations

**Submit**



# AUGMENTED AND VIRTUAL REALITY

## KEY TREND:

2025 - \$80 billion market

equivalent to desktop market today

## HOW TO USE IT IN REWARD COMMUNICATION

### Recruitment

Assess whether a candidate is the 'right fit'. Test perceptions, capabilities, behaviours and attitudes.

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### On-boarding

Improve processes and generate a greater understanding of what's expected in an employee's role.

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### E-learning

Simulate workplace scenarios to see how people develop, learn, manage and prioritise.

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### Apps

Remember it doesn't need to be costly. You can incorporate AR elements into the your company App as part of an on-going communication strategy.



# **FUTURE REWARD COMMUNICATION**

ENABLING CHANGE, DRIVING PERFORMANCE



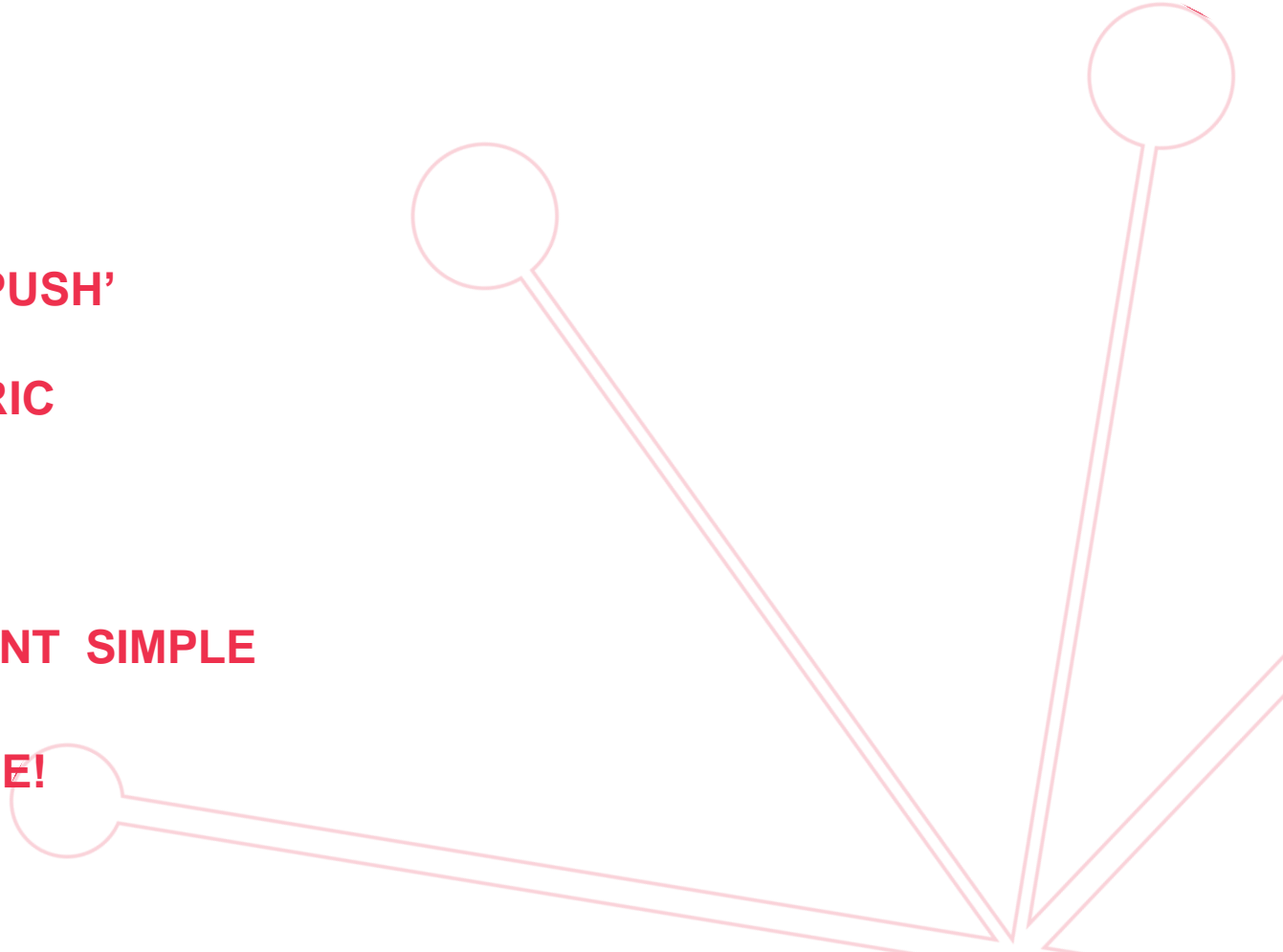
QUALITY, DEPTH AND HOW  
YOU DELIVER INFORMATION

IS IT BUILDING  
OUR UNDERSTANDING  
OF THE WORLD  
**OR IS IT JUST NOISE?**



# APPROACH

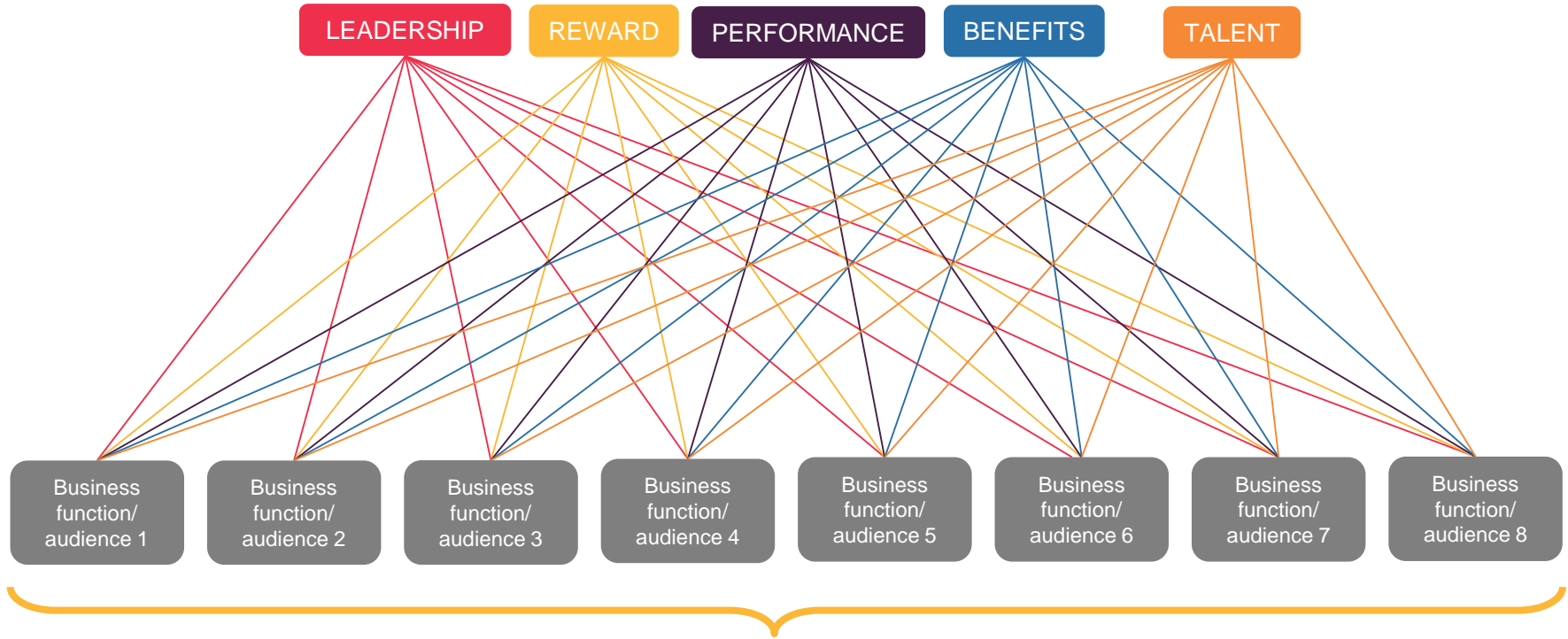
- **STREAMLINE**
- **'PULL'**, as well as **'PUSH'**
- **EMPLOYEE-CENTRIC**
- **PERSONALISE**
- **CLEAR, CONSISTENT SIMPLE**
- **EXCITE** and **INSPIRE!**



# WHAT PEOPLE WANT TO UNDERSTAND



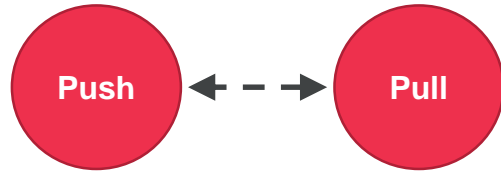
# THE COMPLEXITY OF REWARD COMMUNICATION...



# CONTENT AGGREGATION

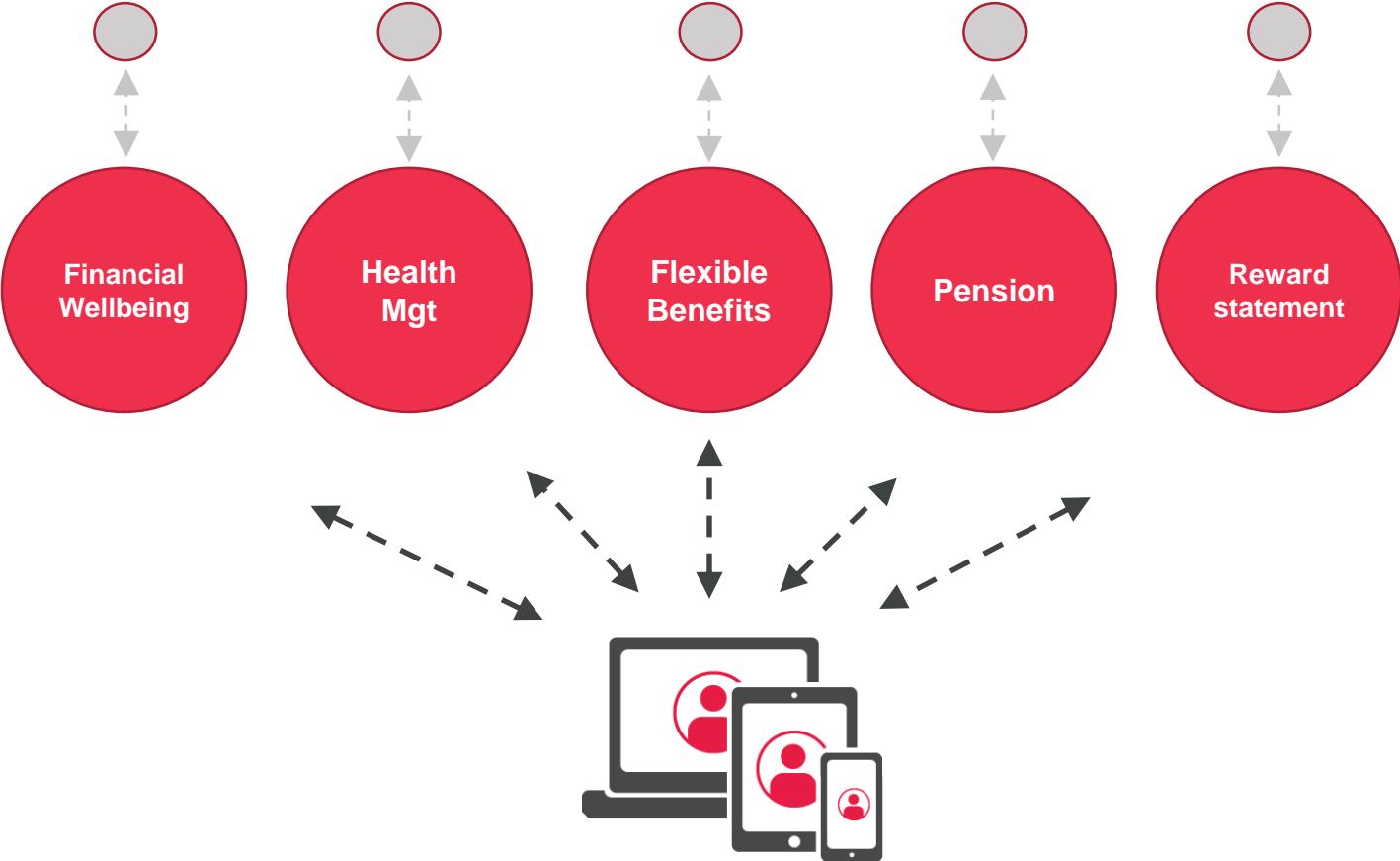


# AGGREGATED COMMUNICATION



# AGGREGATED REWARD COMMUNICATION - QUINTILES

Providers





# Welcome to the Reward hub

*Everything you need to know about  
your Rewards.*

Find out more »

## Cycle to Work

Get fit with our new Cycle to Work  
Scheme.

Find out more »

## Change in circumstances?

You may have the ability to amend  
your benefits if your personal  
circumstances change.

Find out more »

## Savings and Investments

Everything in one easy to manage place with  
our Corporate Wrap

Find out more »

## Health and Wellbeing

So many valuable health and wellness  
resources to choose from.

Find out more »

## New to QuintilesIMS?

Find out how to select your



QuintilesIMS  
and You

Compensation

Benefits

Rewards  
and  
Recognition

Employee  
Health  
Management

Contact  
information



Confirm Benefits  
and Proceed

Home > Benefits > Explore your Benefits



Savings & Investments



Health & Wellbeing



Living Well

Charitable Giving



Find out more >>

Childcare Vouchers



Find out more >>

Corporate Wrap



Find out more >>

Critical Illness -  
Employee



Find out more >>

Critical Illness -  
Spouse/Partner



Cycle to Work



Dental Insurance



Gym Membership





# QUINTILES REWARD HUB

UK RESULTS - SEPTEMBER

59% returning  
visitors

40,787 page  
views  
(15 pages/employee)

4.91 avg. pages  
per session

04:16 avg.  
dwell time

'Quintiles & You'  
1,831 page views

'Compensation'  
1,566 page views

Monthly website  
visits increased  
119%

54% increase in  
YOY savings

41% increase in  
NI savings

2046% YOY  
increase in DC  
Pension

## ADDED VALUE FROM REWARD STRATEGY

But real value for Quintiles came from

- **Agility**
- **Scalability**
- **Personalisation**
- **Contextualisation**
- **Single Sign-On**
- **Positive behaviour**



# FUTURE REWARD COMMUNICATON



**Change**

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**Employee  
experience**

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“

A revolution doesn't happen when society adopts new tools

**It happens when society adopts new behaviours**

Clay Shirky – US Now



