Communications
Harness the power of engagement.
Shout About It

You spend time deciding which benefits to offer your employees, working with advisers, administrators, brokers, benefit providers and many more.

You negotiate great deals and work hard to offer your employees valuable learning tools and opportunities.

You put in place easy-to-use systems, and keep up to date with the changes in requirements.

But are you letting your employees know?

An effective brand means that your voice can be heard by many, quickly. Carefully planned communication and open dialogue with your employees are essential to building a good relationship.

Get where you want to be.

It’s all about listening and being listened to. If your voice is heard and employees feel considered and valued, this can impact on retention, productivity and general atmosphere. Why not let us help you achieve your goals and start to follow the steps below?

Create Awareness
Aim for high impact, grab attention, breed affection, develop association and establish a brand.

Develop Understanding
Educate, inform, develop new insights, make complexity accessible and aid decision-making.

Call to Action
Motivate, guide, encourage conviction, present immediate decisions and make doing something easier than not.
We’ve Got the Tools

The UK communications practice forms part of a global team whose expertise in social media, personalised communication and online tools are well recognised within the employee benefits market.

Whatever you want to talk to your employees about – employee benefits, change, reward, employee engagement and learning programmes, we’re here to help. We provide unique and engaging communication around all types of HR messaging, as well as developing fresh and appealing brands.

Our award-winning communications team delivers a rich mix of content, information, innovation and creativity.

What’s your mix?

Once you have decided on a course of action and a message, you need to get this across to your employees in the best way. We have significant expertise in delivering complex communication programmes and achieving measurable results, and develop and deliver ideas that influence what employees think, feel and do.

Whether this is by utilising member feedback through focus groups and qualitative research, or simply producing engaging newsletters for your employees, we recognise that each of our clients has their own needs, and that all workforces are different.

Hit the target for each and every population.
What Our Clients Think

“Thank you for doing a fantastic job on embracing our identity and helping us to really speak to our people.”

“Everyone loves the documents. The layout and presentation is very good. It’s much clearer and easier for members to understand than our last one.”

“Our employees really like the new, bright and informative literature around our pension plan campaign. It certainly grabs their attention, and we have seen an impact on the number of employees who have signed up and who are making personal contributions.”

The Voice of Value
What can good communication do for you? Well, where there is a need, the opportunities are endless. It could mean:
• Greater engagement with your benefits programme
• A higher interest in flexible benefits with better take-up and more competitive provider rates
• More employees investing and believing in your brand.

Talk to Your Employees
“A person who feels appreciated will always do more than expected.”

Simple but true. Let us help you to tell your employees how great you are, because of them.

Talk to Us
For help, advice, examples, case studies or quotes, please get in touch. Furthermore, if you’re interested in eye-catching design, effective HR branding, thought-provoking messaging, games, presentations, videos or other communication materials, we’d be delighted to have a chat. Please contact:

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