Case Study - JCT600 embrace face-to-face for successful benefits roll out

JCT600, family-owned car dealerships in the North East, has had a very successful roll out of its new benefits programme Just Rewards, provided by Personal Group. Feedback from the employees has shown a high level of satisfaction and engagement.

As a forward thinking company JCT600 already had a benefits programme in place which was known as Core Rewards. The ability to motivate and retain staff is an ongoing challenge for employers, and JCT600 identified that providing a compelling benefits package can play a key role in addressing this.

Core Rewards provided pensions, financial planning and advice, retirement gift, healthcare scheme, opticians’ discounts and motoring discounts. However, not all employees were making the most of the benefits they were entitled to, and JCT600 was also keen to improve the current offering by building on the existing benefits. They also wanted to present the benefits in a more appealing, and user-friendly way.

As part of its drive to be one of the Sunday Times 100 Best Companies to Work For and to ensure that the benefits offering was suitable, JCT600 carried out a survey. The feedback helped to shape the benefits package they wanted. Their employees were also able to request additional benefits such as a cycle to work scheme and retail discounts.

Personal Group worked alongside JCT600 to tailor the offering to their exact needs. The Just Rewards package comprises a wide range of bespoke benefits and incorporates the existing benefits in place. Personal Group were also able to offer simple protection products including Voluntary Group Income Protection, Hospital Cash Plan, and Death Benefit.

To inform JCT600 employees of the new benefits package, Personal Group undertook some initial steps such as placing posters in all of the company’s dealerships, and including information in the staff newsletter ahead of the official introduction of the scheme. These initial actions meant that employees were aware that changes were being instigated and gave a positive backdrop to the programme.

JCT600 was keen to take advantage of Personal Group’s face-to-face method of communicating the scheme with employees and felt that a personal approach was needed to ensure that staff understood how the package worked and how they could benefit. By explaining the scheme individually, using their innovative iPad app to bring the programme to life, the Personal Group team was able to demonstrate how the programme works and highlight particularly relevant benefits that might appeal to different individuals.

It also allowed them to show employees how to register and log on to the system with their unique employee code and to give a full information leaflet to them. The combination of communications worked well together – through the newsletter and posters, staff were aware that a new scheme was going to be launched and had the backing of the JCT600 management. This meant that they were more receptive to the individual presentations given by Personal Group, which provided an opportunity to go into more detail and fully demonstrate what is on offer.

In terms of offering practical advice to other management teams looking to instigate a benefits programme, JCT600 stresses that it is important to work with a professional supplier who can not only provide you with a generous and far-reaching scheme that brings new benefits to staff, but who is also able to incorporate existing benefits offered. In order for staff to feel engaged, they must feel that their employer is striving to add to what is already offered to them. JCT600 worked closely with Personal Group to ensure
that the existing benefits were incorporated and enhanced with a multitude of new offerings.

As well as the strong communication’s package, JCT600 also recommends monitoring feedback and listening to staff to ensure that the package is being well-received and understood. When executed and communicated successfully, a strong benefits package can be an effective and powerful way of engaging and retaining staff across the business, as JCT600 has achieved.

Of JCT600’s 1350-strong team, 754 have joined the programme within the first three months. Overall, JCT600 felt that it was a successful roll out.