

## The four main business reasons why companies choose to implement flex

1. **Providing choice to meet diverse needs** - Rather than being given benefits that perhaps they don't need or want, employees can choose benefits depending on their lifecycle stage - the needs of a single 20 year old are totally different to those of a married 50 year old.
2. **Benefit cost control** - eg to cope with the escalating costs of PMI employers might set a fixed amount that employees can select as cover eg £500. Any additional PMI cover required would be paid for by the employee keeping the employer's costs to a controlled amount.
3. **National insurance savings** available on some benefits can be passed onto employees or used to help fund the costs of implementation.
4. **Retention of Staff** - providing flexible benefits gives employees a greater understanding of their total compensation package, not just salary. This enables employers to retain staff who, for example, might previously have left to go to another competitor, for what they thought was a better offer.

**Research carried out by Staffcare found that almost half of the companies surveyed were either in the process of implementing a flexible benefits package or planning to do so in the next three years.**

### ***Quote from Philip Hollingdale, Managing Director of Staffcare***

*"As technological improvements have made the provision of flexible benefits easier and more affordable, even the smallest companies are now able to take advantage of the opportunity to give their staff a whole range of benefits to choose from to protect their family and their lifestyle. Flexible benefits are not difficult to introduce to clients, contrary to popular perception, especially with the technology now available and the expert support provided by the software providers.*

*Most SMEs are serviced by a firm of Independent Financial Advisers, and flexible benefits presents the opportunity to strengthen relationships with their clients and earn fee based revenue.*

*Everybody wins as employers are then able to rely on their existing business advisors to take them to the next stage in their reward strategies with affordable technology and advice.*