



INTO THE HR JARGON JUNGLE

BENEFITS

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DEFINITION

Benefits are additional **advantages that employees receive voluntarily from their employer**, beyond remuneration.

They are an important **indicator of employer attractiveness**, as part of the employer value proposition and employee experience.

Research has shown that benefits are an **important deciding factor for applicants** when choosing a new employer.

They also express the **company's culture** and its values, ethos, and outlook.

BENEFITS

Benefits are rarely global, but are instead generally geared towards the local labor market. Popular contemporary benefits include:

Employee participation programs, e.g., shares or virtual company shares

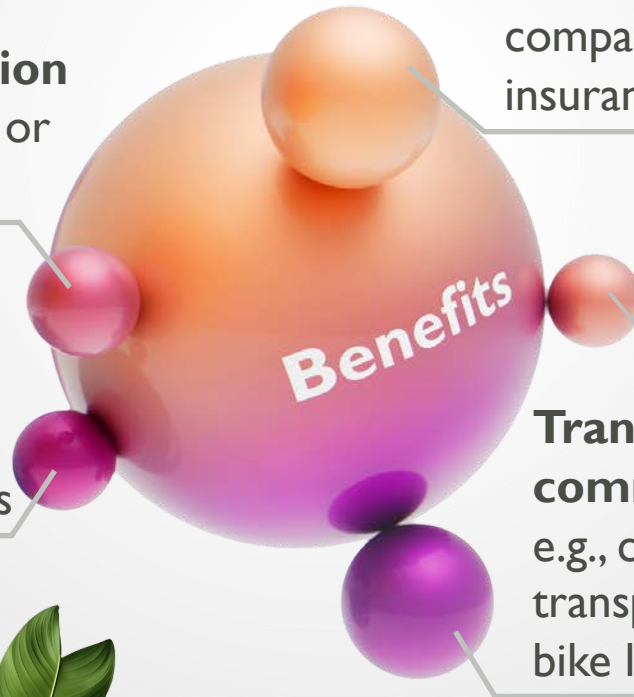
Wellbeing

Workplace health promotion and family-friendly benefits

Financial security, such as company pension schemes, insurance benefits, etc.

Discounts, such as employee rebates and deals

Transportation and commuting benefits, e.g., company car, public transport season tickets, bike leasing



OUR THESIS ON BENEFITS

Benefits, when communicated professionally, are an important factor in increasing **employee satisfaction**.

When known and recognized for their added value, benefits can **increase employee motivation and loyalty**.

Benefits that stand out from the competition, and are tailored to the needs of employees, can have a positive effect on **employee attractiveness** and make recruiting easier.

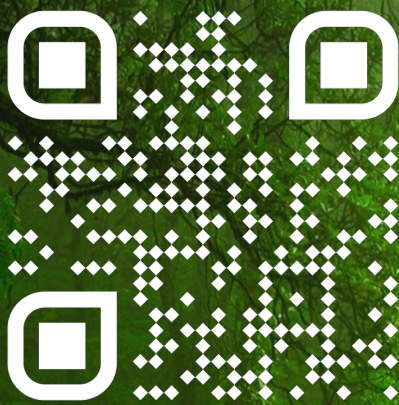


THE WAY OUT OF THE JUNGLE



Make your benefits package more visible,
and maximize its impact.
We are here to help.

Get in touch with us.



**WE LEAD PEOPLE PROJECTS TO SUCCESS
THROUGH COMMUNICATION**

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