

5 Things Employers Need to Know About Quality Employee Experiences



Employers have been dealing with the seismic changes in the job market over the last three years. Workers throughout Canada have been willing to jump from job to job, demanding better benefits, support services and compensation in doing so.

What organizations have also discovered is that a strong indicator of turnover is the employee experience with their employer – and the experience with benefits is crucial.

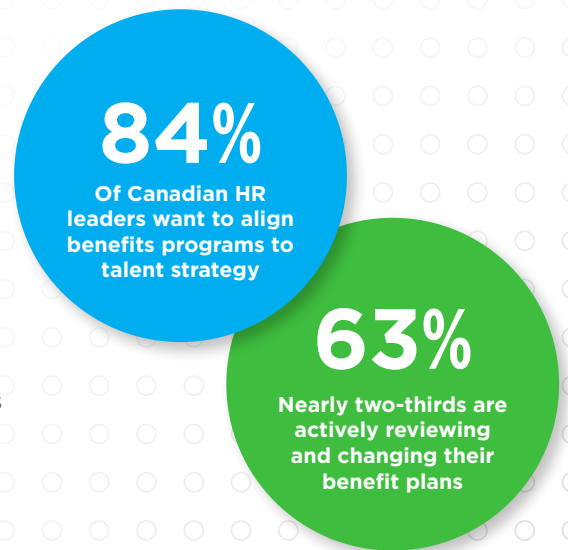
In this new environment, we've found that a benefits program that delivers a [quality employee experience \(QEX\)](#) – which entails giving employees personalized benefits that matter to them – can increase worker loyalty and make employers more attractive to job seekers.

Here are five things to know about a QEX approach to benefits:

1. The need for change in benefits strategy is clear.

About half of Canadians say they're likely to look for a new job in 2023, seeking a higher salary (62%) and better benefits and perks (39%).¹

But it's more than better compensation that is causing the shift in the labour market. One in four (25%) of Canadian adults showed symptoms of depression, anxiety or post-traumatic stress disorder in 2021.² Employer-generated stress has increased, spurred by low salaries (56%), long hours (54%), and lack of growth opportunities (52%). Organizations that can help address these issues through benefits will have a competitive advantage for talent.³



¹ Robert Half, "Half of Canadian Workers Plan to Look for a New Position in the New Year," December 14, 2022.

² Statistics Canada, "Survey on COVID-19 and Mental Health, February to May 2021," September 27, 2021.

³ American Psychological Association, "The American workforce faces compounding pressure: APA's 2021 Work and Well-being Survey results," accessed March 6, 2023.

2. Employees will have an experience with their benefits, no matter what.

Positive or negative, employees will have an experience with their benefits that will inform their feelings about the organization. If a middle-career worker isn't getting assistance for financial woes, caretaking for an older adult or is concerned the retirement plan isn't working for them, that person is likely to feel worried, stressed and less productive at work.

Ultimately, they may go looking for an employer that will help take care of them through benefits.

3. Culture and connection are key in delivering quality experiences.

"Organizational culture" may be an overused phrase, but culture and the employer-employee connection that culture creates has become part of recruiting, retention and having the right benefits to engender long-term loyalty.

In fact, 40% of Canadian employees would pass on the perfect job if the organization's culture wasn't a good fit for them.⁴ Organizations need to identify their culture and tailor benefits to deliver on that culture. For instance, a company that emphasizes delivering value should have benefits that are robust and easy to use. That makes identifying a corporate culture — whether that's an existing culture or one you want to foster — imperative in delivering quality experiences.

Different Cultures, Different Benefits



Caring cultures will offer family-centric benefits, like covering costs for fertility treatments, surrogacy services and adoption, and increased parental leave top-up.⁵



Learning cultures emphasize personal and employee development through education, development plans, educational reimbursements and sabbaticals.



High-performance cultures are all about delivering value on time and under budget. These cultures make benefits robust, easy to choose and straightforward.

⁴ Robert Half Canada, "[Two in Five Canadian Workers Would Pass on Perfect Job if Corporate Culture Was Not a Fit, Survey Finds.](#)" November 27, 2018.

⁵ Benefits Canada, "[PwC Canada supporting employees with enhanced fertility, surrogacy benefits.](#)" December 21, 2022.

4. All employees need financial security

Establishing a sense of financial security is essential to the employee experience. Issues like not saving enough for retirement, unexpected medical bills or student loan debt often cause considerable stress for employees, which results in lower productivity as employees address those concerns at work.

Financial wellness is the term to note. Whether it's debt counseling, debt relief programs, a beefed up retirement plan or fashioning advances on pay, helping employees alleviate their financial worries can help determine if an individual will want to stay at an organization long-term.

And strong financial wellness delivers quality employee experiences, improved productivity and reduced stress.

5. It starts with knowing your workforce through **HUB Workforce Persona Analysis**

Employees just starting out have different benefits needs than those nearing retirement. But there's often great differentiation in a given demographic group, with different career goals, money concerns and communications preferences.

The QEX approach is predicated on the ability of organizations to know their workers – not just as a demographic whole, but as individuals with their own wants and needs. That kind of insight hasn't been available until now. HUB's Workforce Persona Analysis tool can deliver insights on the type of benefits that will best fit individual employees and improve recruiting and retention.

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