



EXCELLERATEHRO REVAMPED COLLEAGUE FLEXIBLE BENEFITS PROGRAMME

HBOS PLC

CASE STUDY



ExcellerateHRO

The HRO business of EDS & Towers Perrin

To adapt corporate benefits and incentives to meet the changing priorities of colleagues, HBOS collaborated with ExcellerateHRO to enhance its Flexible Benefits Programme for colleagues. As a result, the company increased colleague participation by 30 percent.

CLIENT PROFILE

www.hbosplc.com

HBOS is the largest mortgage and savings provider in the UK, serving more than 22 million customers across the region. With more than 65,000 colleagues, HBOS constantly strives to improve support for its diverse workforce.

Industry: Financial Services

Founded: 2001 when Halifax and Bank Of Scotland merged

Headquarters:
Edinburgh, Scotland

Employees:
65,000 in the UK and 74,000 worldwide

Business Need Addressed:
Productivity

HBOS needed to support the changing needs of its colleagues

As one of the UK's most prominent financial services companies, HBOS plc understands that colleague satisfaction is critical to ensuring customer satisfaction, and ultimately, the company's competitive position. Since its introduction in 2003, HBOS' Flexible Benefits Programme has been an integral part of the company's colleague reward strategy.

In 2007, the HBOS Human Resources (HR) team saw that the needs and desires of its colleagues had changed dramatically. Many colleagues felt that the existing benefits programme was primarily for mid- to high-level colleagues and not relevant to their lifestyles. To reinvigorate the Flexible Benefits Programme and increase colleague participation, HBOS sought to engage colleagues at every level.

HBOS turned to ExcellerateHRO for the tools to revamp its Flexible Benefits Programme, with a goal of increasing colleague participation by 20 percent.

ExcellerateHRO collaborated with HBOS to expand Flexible Benefits Programme

ExcellerateHRO leveraged its HR administration expertise and industry best processes, while collaborating with HBOS' HR team to facilitate a detailed enhancement strategy.

ExcellerateHRO gathered colleague feedback with an online survey tool to ensure benefit options reflected colleague needs at every level of the company. The team used the feedback to help compile a comprehensive list of 17 desirable benefits from mobile phones and gym memberships to options for charitable giving and carbon footprint reduction.

Today, community-minded colleagues can nominate the charities of their choice, and HBOS will match each donation for those colleagues who opt to donate to the selected HBOS Foundation charity. The innovative new carbon footprint offset option lets colleagues calculate the environmental impact of their carbon footprint and make a charitable donation to help offset that.

Services featured

- Flexible Benefits Administration Services
- Composite Application and Portal Services
- Contact Centre Outsourcing Services

ExcellerateHRO designed and implemented an interactive Web site to allow colleagues to search for, review and enroll in HBOS' Flexible Benefits Programme. This site includes a comprehensive database of eligible gyms and magazine subscriptions, as well as a shopping basket feature to help manage benefit selections.

In addition to the colleague survey and Web site development, ExcellerateHRO deployed other administration elements necessary to support such a broad refresh of HBOS' benefits plan. This refresh includes internal communications and benefits presentations, as well as testing and training. During the three-week enrollment period, ExcellerateHRO also hosted a contact centre to support HBOS colleagues who had benefit questions. ExcellerateHRO also brought in temporary team members to supplement the permanent team of eight subject-matter experts.

HBOS increased colleague participation by 30 percent

Thanks to the collaboration between HBOS and ExcellerateHRO, HBOS increased colleague enrollment by 30 percent - 10 percent more than its goal - representing the single highest increase in the plan's history. By leveraging ExcellerateHRO's expertise, HBOS was also able to meet cost goals for benefits administration.

Colleague reaction to the newly refreshed Flexible Benefits Programme has been exceedingly positive, with 97 percent of users describing the system as fair, good, very good or excellent. As part of a follow-up survey, one colleague praised the simplicity of the system, noting that "it's fantastic because it's so easy. No application forms to fill in or mountains of paperwork to complete."

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