

# How to Attract and Engage Employees with a Holistic Benefits Strategy

How Accenture builds a compelling Employee Value Proposition through diverse, relevant and accessible benefits



**RewardGateway**  
the employee engagement people





**Industry:**  
Consultancy



**Number of employees:**  
4,500+



**Number of locations:**  
Sydney, Melbourne,  
Brisbane, Canberra, Perth,  
Auckland, Wellington



**Platform features:**  
Employee benefits

## About the company

Accenture is one of the largest global consulting firms; over 20 years it has grown from a largely single-focussed management consultancy to a diversified business with over 450,000 people servicing clients in more than 120 countries. Over 4,500 of its employees are based in Australia, where they provide services in strategy, consulting, digital, technology and operations. Accenture has made numerous appearances in Fortune's "100 Best Companies to Work For" list and prides itself in creating an inclusive, high-performance culture where people are empowered to be and deliver their best everyday.

  
**accenture**

# The challenge:

As a globally recognised consulting firm, Accenture is known for attracting and retaining highly-skilled, high-performing teams around the world. “When people start their journey with Accenture, we believe they sign up to continually grow and improve, and create the best versions of themselves personally and professionally,” says Randy Wandmacher, HR Director for Australia and New Zealand. “As an HR organisation, we promised to take a people-first approach so we can design experiences and create environments where our people are empowered to do those things.”

Historically, offering a variety of rewards and benefits was a core part of Accenture’s attraction and retention strategy. However, Randy – who began his Accenture journey

25 years ago – has seen the business grow, and the needs and expectations of employees evolve over that time. “We know that our people have different expectations compared to when I started my career. We’ve got five generations of workforce in our organisation, across five different businesses. Now, it is about diversifying and getting more mature in terms of what we can make accessible for our people.”

As one of the largest digital services providers, it made sense for Accenture to look for a way to provide employees access to their benefits on a digital platform, and provide a large range of benefits that addressed their professional and personal needs.

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**“We recognise the digital era is characterised by ‘always on, always connected’ through various means and devices. That is prevalent within our organisation and in the work that we do,” Randy says. “So we had to ask ourselves, as a digital services firm who has always had high expectations of our people, how do we put our people first?”**

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Accenture knew providing its people choice and a wide range of personally relevant and easily accessible benefits was key, and considered the typical employee's consumer habits and expectations in the digital age when designing their range. Randy says, "It's less about the same sets of offerings but introducing and acknowledging my hobbies, interests and dreams, and trying to understand the full breadth of what's important for our people, and how we as an organisation can help them."

Randy explains that in order for Accenture to stay competitive and attract high-calibre talent, focussing its efforts in creating both a professionally and personally fulfilling employee experience was key to developing a compelling Employee Value Proposition (EVP), or, as he says, *multiple* EVPs that cater to different

employee groups. "Any organisation who's looking to attract the best talent has got to be able to create an environment that appeals to that target audience," he explains. "Being able to design benefits programs and experiences in order to support those needs is something that's very top of mind for our talent agenda."

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**"We're very keen as an organisation to offer not only a career path that professionally enables you to grow and develop, but also addresses what may be happening in your personal life. This means moving away from a 'one size fits most' approach to enabling a complete, diversified set of offerings for our people so that they can have a more personalised journey and make choices for themselves."**

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### Challenges

- "One-size-fits-most" programs unsuitable for growing, multi-generational workforce
- Employees want choice and a holistic suite of benefits to address both professional and personal interests
- Evolving consumer habits means employees expect ease and speed of access to employee benefits

# The approach:

To support the focus on creating a “Truly Human” employee experience that is both professionally and personally rewarding, Accenture reached out to its people to guide the initiatives.

They worked with employees and Fjord, Accenture’s Innovation and Design consultancy, to create the acronym “FRESH,” a set of principles that guides Accenture’s benefits strategy and ensures programs cater to a diverse range of interests and lifestyle choices while supporting employee wellbeing inside and outside work. “We want these experiences to be Fun, Relevant, Engaging, Simple and Helpful,” Randy explains. “We use those guiding principles in our benefit programs to make them highly accessible and consumable by our people.”

Accenture partnered with Reward Gateway to launch Perks At Work, a component of its benefits suite that provides every employee with 24/7 online access to discounts at over 380 national retailers on a bespoke hub that reflects Accenture’s employer brand.

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**“The underlying principle for the decision to launch Perks at Work was to really drive financial benefits for our people and give them options in their daily spending routine, and find ways for them to save money,” says Ondrej Lauko, Accenture’s Head of Total of Rewards for Australia and New Zealand.**

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“When we were looking at solutions, we listed items that our people purchased on a daily or monthly basis across the whole calendar year, and looked at the

savings they’d make on this program – they were substantial amounts. If you were to give every single employee that amount straight from the company, the cost would be multiple times more than what we pay for the platform where our people access those discounts. So it made financial sense to do this.”

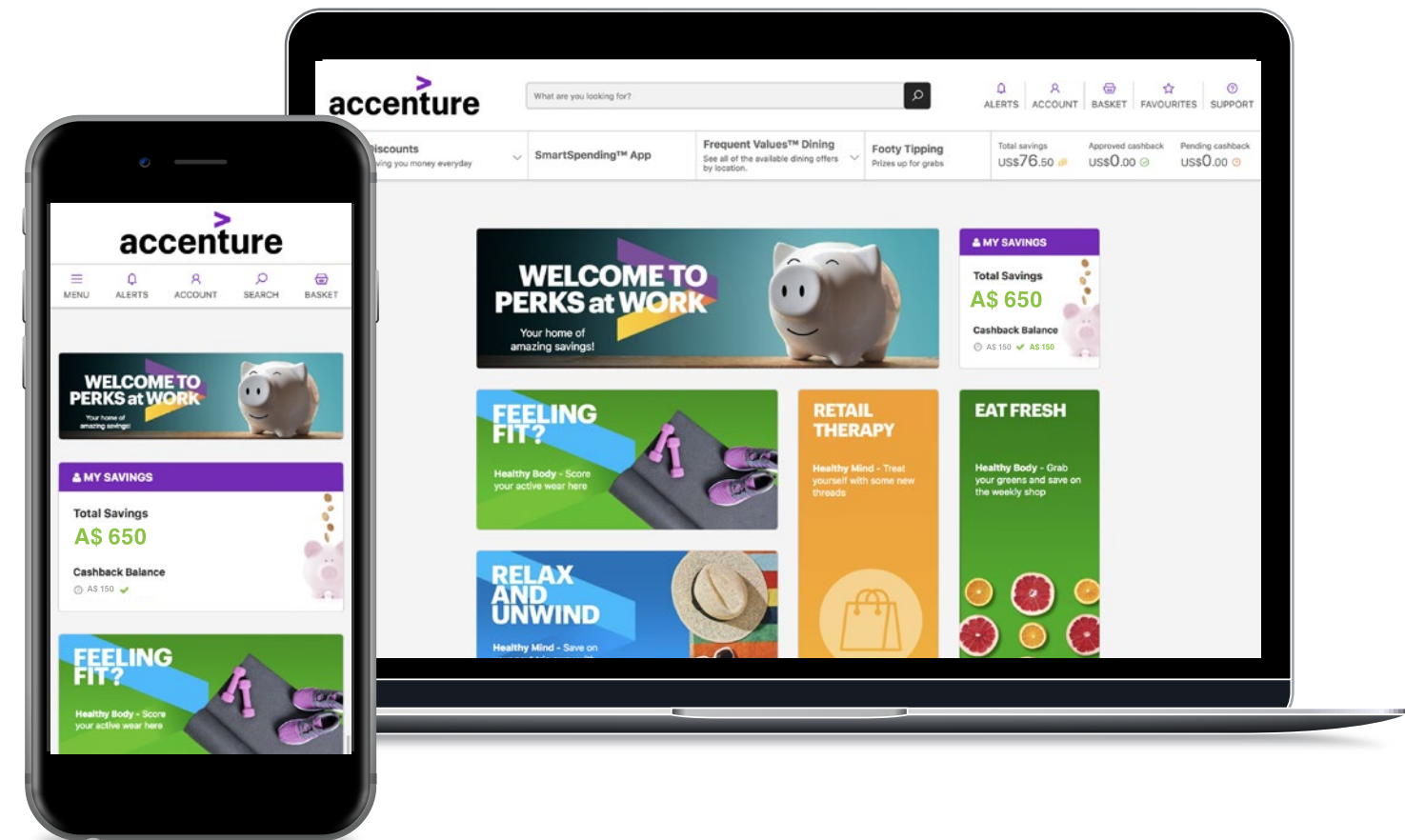
As a leading influencer in digital, Accenture knew it needed to make its people’s experience of Perks at Work as easy and pleasant as possible, so they also implemented single sign-on (SSO), allowing employees to access Perks at Work straight from the company portal. “Single sign-on was a game changer,” Ondrej says, who saw employee logins jump from 20% to 80% after SSO was implemented.

“Sometimes people can’t be bothered accessing a benefit simply because it takes time. But having single sign-

on access means you're straight in and you can focus on what you actually need instead of remembering your password. And it's just simple; it's one of those things where once it's on, you don't have to worry about it again."

Access to savings on everyday items from retailers like Woolworths, Coles, Kmart and David Jones, combined with entertainment, leisure and travel discounts from places like JB Hi-Fi, Ticketek, Event Cinemas and Jetstar meant Perks at Work ticked Accenture's **Fun, Relevant and Engaging** principles. Employees' ease of access via the Perks at Work online portal and the SmartSpending™ mobile app ticked Accenture's Simple and Helpful principles.

To launch the benefit, Accenture worked on a robust communication campaign that combined both push and pull channels. "We're trying to move away from email, but instead creating a pull environment so when people hear about these things from their colleagues, they can look for the information and find it easily on our company portal, where there's dynamic content all the time," Randy says. "We have local newsletters or features for people to learn more about what's available."



# The results:

Since launching in 2016, on average over 80% percent of Accenture employees access Perks at Work, allowing employees to receive well over \$650K worth of savings in one year.

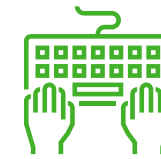
Ondrej keeps a close eye on program spend using the SmartSurveys™ app on his phone, which gives real-time, high-level statistics of how the Perks at Work program is performing. “Because I’ve got it on my phone, I’m interested in the numbers. Each week I can look at the trends, it gives me access to see the return on our investment,” he says.

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**“Perks at Work is really helping to provide a simple, accessible, 21st-century, navigable solution and moves benefits into the realm of how we operate in our consumer lives,” Randy says. “I’ll be down at Woolies and remember I’ve got Perks at Work on my phone and boom, I’ve got my discount straight away.”**

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Since 2016 launch...



**80%**

of Accenture employees access Perks at Work



**\$650K**

Saved



**Usage of SmartSpending™**

app for greater ROI

Accenture is continuing to develop its “Truly Human” benefits strategy to include online and mobile access to professional development, and physical and mental wellbeing programs from an online portal, where the Perks at Work program plays an important part in supporting employees’ financial wellbeing.

All this has enabled Accenture to build a compelling EVP that reflects its people-first approach and an ongoing commitment to creating an environment that empowers its employees to be the best they can be. “What I get energy from is the feedback that our people appreciate that the company is indeed trying their best to put the employees thinking at the center of our own thinking,” Randy says. “When our people say ‘my company is looking after me and helping me as well,’ that’s when I know we’re doing something right.”







# Make an immediate impact for your people

Launch a new benefits program in as little as 48 hours

Schedule your demo at [rg.co/save](https://rg.co/save)



Reward Gateway empowers more than five million employees to connect, appreciate and support one another to make the world a better place to work. Our unified employee engagement hub provides the best of recognition, reward, wellbeing, surveys, benefits and discounts that support talent acquisition, retention and values-driven growth.

