

Want to recruit and retain the best staff? Here's the secret...

When staff love what they do, are good at it, and feel valued and rewarded, then they are likely to work harder and remain longer with your company. And, as we all know, retaining good staff builds bigger profits.

But how do you attract these people in the first place?

Of all the companies in all the world, why should they choose yours? The secret – 96% of staff who are satisfied with their benefits are also satisfied with their jobs.

Our clients confirm this research gem. They point out that whatever stage your business is at, it's important to set yourself apart as a supportive employer.

Claire Dykes, human resources director of marketing agency Imagination, sees benefits as a key way to attract top staff. And this means finding a good benefits package at an affordable cost.

“The Centor benefits team has helped Imagination to build on our employee offer whilst keeping costs contained at acceptable levels,” she says. “As a result, employees have more choice and options open to them through the range of benefits on offer under our flex package.”



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These are some of the compelling extras a good Employee Benefits package will enable you to offer your staff:

- Private medical insurance
- Heavily discounted gym memberships and several other fitness-related products/services
- Discounted health screenings and check-ups
- Rewards for being active including free cinema tickets, free Starbucks and iTunes vouchers
- Employee Assistance programmes which include free counselling and referral services.

Some of these can be done at a fairly low cost, which makes it an attractive recruiting tool.

Of course, what constitutes a good benefits package will vary from individual to individual and industry to industry. For example, discounted gym membership or flexible working will be critical to some, whilst others will be attracted by private medical insurance or income protection.

Whatever perks employees in your industry prefer, Centor is here to talk you through all the options and offer you top flight, affordable packages. Call us on 020 7256 7300.



Centor Insurance & Risk Management was awarded Insurance Broker of the Year – UK at the British Insurance Awards 2016.

