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Royal London – Lifestyle & Lifestyle Extras

Audience

Following a review of HR strategy Royal London determined that there was a need to source and implement a new range of employee benefits and to communicate existing ones more effectively to staff.

Audience

2700 employees, majority office based in the UK, some branch staff and field based.

Objective

Royal London wanted to provide their staff with a credible benefit to meet their particular needs and one that offered the best discounts available. It was essential to find a provider that could deliver a professional and varied scheme that would reflect the company values. The scheme had to have an easy to navigate format – Lifestyle was ultimately selected as it fulfilled all the requirements.

Solution

- On-line solution as the vast majority of our employees have access to the Internet either in the office, at home or the on-site internet cafes
- Communications utilising a variety of different media, road shows, email/Intranet bulletins and articles, DVD for new starters, employee magazine articles tailored around key times of year and offers.
- Innovative, branded key ring for the provision of membership numbers to employees, have kept the scheme fresh for its second year

Testimonial

Having decided to switch providers in 2006, p&mm’s competitive tender really impressed us. The team at p&mm have consistently come up with innovative new ways of improving communication with our staff and making the product more attractive. Lifestyle has quickly attracted an exceptional number of employees signing up to receive this impressive benefits solution. The service provided by the people at p&mm has been second to none throughout the entirety of the implementation and general maintenance of the scheme.

Results

- Very high levels of registrations, when compared to the previous service
- Exceptional levels of usage, spend and ultimately savings around the key areas of retail vouchers, holidays and cinema tickets
- Increase in meaningful management information to use in communications to employees and quantify value of running the scheme to senior management.