

Business Coverage Connect

How to Personalize Your Employee Benefits Offerings

Different employees have different needs and values. Therefore, the same benefits offerings can't satisfy everyone. If your organization is trying to appeal to current and prospective workers, consider tailoring your benefits options.



Tips for Personalizing Benefits

Survey employees

One of the best ways to discover employees' benefits desires is by asking them.

Maintain ongoing benefits conversations

As employees age and grow in their careers, continue to ask about their evolving benefits needs.

Opt for variety

Consider offering different types of health plans that address specific health conditions.

Personalized Benefits Examples



Robust retirement plans

According to a Willis Towers Watson survey, 67% of employees would trade a pay cut for richer retirement benefits.



Family-building benefits

Growing a career and a family can be challenging, but family-building benefits can help ease this burden.



Affordable health plans

Consider offering tiers of health plans, with high deductible and more comprehensive plans.



Mental health benefits

Mental health is a hot topic right now, and employees are looking for ways to better themselves and avoid burnout.



Caregiving benefits

More employees are now caring for children, adults with disabilities and older adults.



Life insurance

Providing employees with life insurance options can give them and their families peace of mind should the worst happen.



Flexible scheduling perks

Schedule flexibility is a highly sought-after perk that can help balance employees' work and home lives.

We're here to help.

With over 25 years of experience, our Frost Insurance Team is well-versed in a wide range of employee benefit solutions. To learn more, scan the QR code or visit us at FrostBank.com/Business/Insurance

