

**Reward,
retain and
engage
your people**

**Bring your employee
benefits to life with
Personal Group**



Benefits that make a difference

For over 40 years, Personal Group has been a leader in delivering award-winning employee engagement and insurance protection. Our desire to 'Connect the Unconnected' and 'Protect the Unprotected' by providing engaging, meaningful benefits and wellbeing support has taken us on a journey from workforce insurance providers to employee reward and benefits specialists.

Our holistic offering including pay and reward consultancy and owned insurance benefits provide the complete wrap around to Hapi – our mobile first benefits and engagement platform with built-in reward and recognition, wellbeing, communication and engagement tools.

We are also the only benefit provider with a field-based team of Employee Engagement Executives who deliver one-to-one sessions with employees to engage them with the benefits available to them via Hapi and subsequently we deliver industry leading engagement rates.



Flexible Benefits

A suite of products and benefits designed to suit your business and employees.



Custom Brand Experience

Create a platform that becomes part of your brand identity.



Competitive Pricing

We are committed to always offering value for money.



Face-to-face Engagement

We are proud of our specialist engagement team who connect with employees one-to-one.



Ease of Use

Great user experience that's easy to access across mobile and desktop.



Account Management

Our experienced account managers are here for you every step of the way.

We're experts in bringing employee benefits to life

In the current challenging environment, with the cost-of-living crisis hitting a 41-year high and approximately 13 million people in the UK workforce experiencing mental health issues in 2023*, businesses are facing unparalleled HR challenges. It is now more crucial than ever to attract and retain talent, enhance engagement, and communicate effectively with remote employees.

Our award-winning platform Hapi is a one-stop shop that connects benefits with wellbeing, communication and engagement. Offering everyday shopping discounts, an enhanced recognition programme, and streamlined benefits management, Hapi helps to improve productivity, create a positive work culture and position businesses as employers of choice. Our unique approach involves in person delivery of your benefits package and insurance plans by our field engagement team to your employees.

4,600+

UK businesses are currently using Hapi

600,000+

active users on the Hapi platform

128,000+

face-to-face conversations with employees last year

£2.3m

saved by Hapi users in 2023

Trusted by businesses across the UK



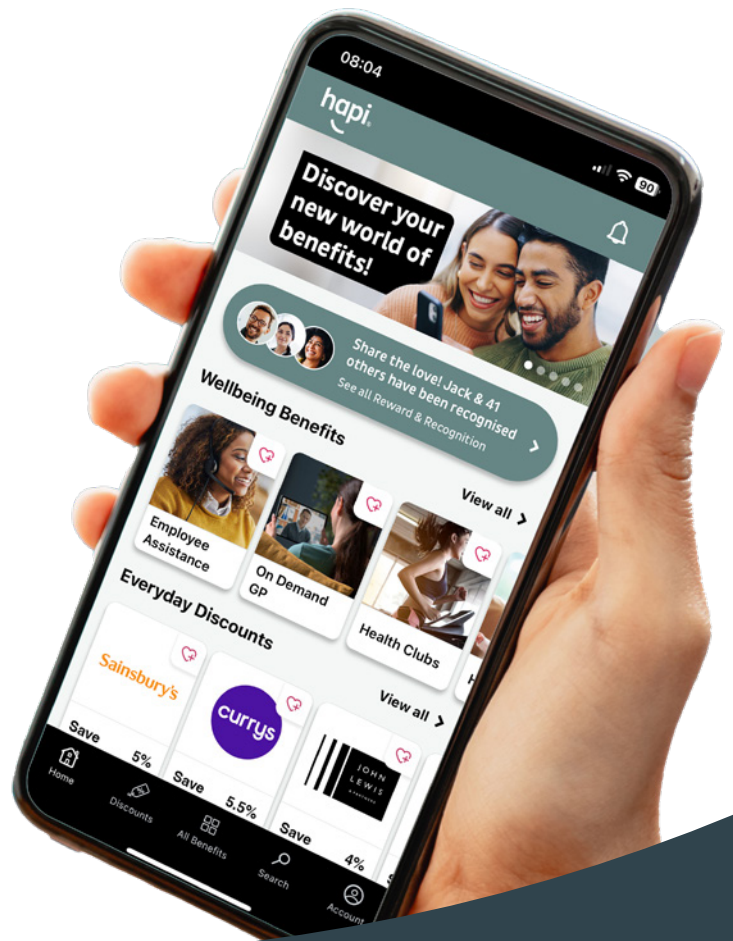
*Source: MHFA England, 2023 Report

Our award winning platform, Hapi

Hapi is a fully customisable employee experience platform transforming how organisations in the UK support and communicate with their employees.

Designed specifically for people who don't have regular access to a computer, your customisable Hapi app is simple, easy to use, and helps you connect with your workforce. You decide the services, we provide the platform.

Your reward, benefits and wellbeing offerings can be accessed by your employees anytime and anywhere; providing them with all the support and services they need.



Everyday Discounts

Discounts at 100s of retailers and high street stores, helping employees save on food shopping, days out and more.



Employee Assistance Programme

Confidential support line providing advice on a range of topics – 24 hours a day, 365 days a year.



Online GP

Employees have free and unlimited access to professional medical advice when they need it, via a phone or video consultation.



Gym Memberships

Access to the best discounted corporate rates at over 3,000 gyms and health clubs across the UK.



Transform™

Developed in collaboration with Dame Kelly Holmes Transform™ prioritises both mental and physical wellbeing.



Car Scheme

Employees can exchange a portion of their salary in return for a brand new, fully maintained and insured car.



Financial Wellbeing

Option to add other financial products including insurance, employee cash plans and more.



Colleague Community

An interactive recognition hub to enhance social engagement and celebrate the hard work of your team.



Cycle to Work

A cost-effective way for employees to purchase a new bike and cycling equipment, saving up to 48%.



“ Personal Group’s plans give our people access to a financial safety net. It’s simple for us to run and our employees can protect themselves.”

Natalie Dangerfield
Senior HR Manager, HICA Group

Insurance made personal

We specialise in bringing your benefits and insurance to life with face-to-face delivery by our field engagement team. This unique approach helps your employees understand the value of their benefits and how our hospital, recovery and death benefit plans can protect them and their loved ones.



No medical or health questionnaire



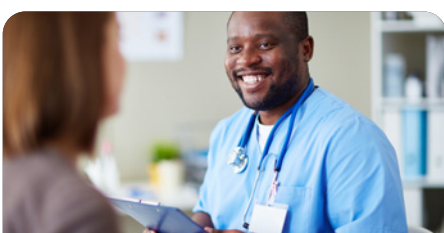
UK-based customer service team



Complimentary 24/7 access to OnlineGP

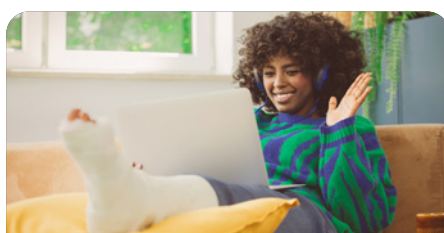


Covers pre-existing conditions*



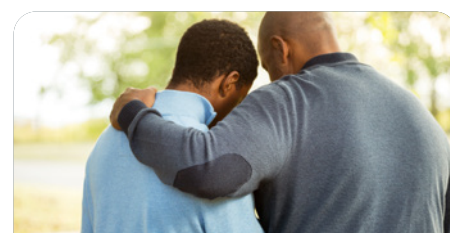
Hospital Plan

Payment for outpatient appointments, day surgery and for any overnight hospital stays – paying out from the very first night, allowing your employees to focus on what really matters.



Recovery Plan

Employees will receive a daily payment while they recover following a successful claim on their Hospital Plan for day surgery or inpatient treatment.



Death Benefit

Pays out a lump sum in the event of death from any illness, accident or injury, no matter what the cause – with an additional payout for accidental death.

*Pre-existing conditions are covered after 12 months on the Death Benefit Plan.



Company: Culina Group
Sector: Logistics
Employees: 10,000+

Culina Group, a subsidiary of the Müller Group, is a food and drink third-party logistics (3PL) specialist offering supply chain support to FMCG manufacturers across the UK and Europe. It is headquartered in Market Drayton and employs around 10,000 people, across 65 depots. Its vast but well-connected infrastructure enables Culina to make around two million deliveries a year. Culina's employees work from an array of worksites, from small to large depots, and out on the road.

Employer of choice

One of the biggest challenges Culina faces is high levels of staff turnover. Operating in an ultra-competitive landscape, and in a tight labour market, the company decided that positioning itself as an "employer of choice" would help to attract new staff, and ensure existing staff felt appreciated and provided for beyond just a pay packet.

As part of its drive to make Culina a great place to work, the business wanted to invest in an employee benefits offering and provide its workforce with a wide range of value-adding benefits.

Before Personal Group came onboard, Culina did not have an employee benefits programme in place. We were the first employee benefits provider that Culina worked with. Our technical team worked closely with the company's HR team to gain a deeper understanding of how the Culina workforce operates. The majority of Culina's employees do not work at a desk or have access to computers. Accessibility, flexibility and versatility were the focus areas.

Upskilling staff with digital skills

Within a matter of weeks, the Hapi platform was ready to be rolled out. We worked closely with the shift managers to launch the platform, providing posters to inform staff of the benefits available to them. We also went into the depots to meet with the employees face to face and show them how to use their new app, which has been very successful amongst workers who weren't accustomed to using apps.

As of July 2019, 99% of Culina Group employees agree that the organisation's benefits package has improved, with staff spending over £600,000 on the available retail discounts since the platform launched.

The future and beyond

Currently, over 7,000 Culina employees have a Hapi app account, which equates to 80 percent of the workforce. The Hapi app enables staff to access their core benefits, such as a workplace pension, life assurance and a bonus scheme, as well as employee discounts and an employee assistance programme (EAP).

Employees are also able to access Culina Group's employee reward and recognition perks, such as loyalty awards, employee of the month / year acknowledgements and special achievement awards.

Culina and Personal Group continue to work together as partners to ensure all employees are getting the most mileage out of all the benefits available to them. Culina employees can now add their partners to the Hapi app meaning they will also have access to the benefits.

“ Since partnering with Personal Group, we have added significant value to employees' lives without adding a huge cost to the business. The Hapi app has also been a big driver of attracting new talent. ”

Amy Thomas
HR Administration and Systems Team Leader



BATH SPA UNIVERSITY

Company name: Bath Spa University

Employees: 1,000+

Sector: Education

Challenge: Recruitment, communication and Engagement, Employee Wellbeing



Overview

Bath Spa University's heritage runs deep, offering a comprehensive selection of undergraduate and postgraduate courses for its 7,000 students. As a social enterprise, the institution places people, communities, and the environment at the heart of its work. Within this dynamic organisation where creativity blooms and knowledge thrive, Bath Spa University (BSU) encountered familiar challenges to all educational institutions: how to improve employee recruitment, communication, and overall engagement.

The Challenge

With a workforce of over 1,000 individuals comprising not only lecturers but also caterers, groundkeepers, cleaners, and operations staff, to name a few – BSU did an incredible job of curating a comprehensive benefits package that truly honoured the diverse contributions of their employees. However, feedback from the staff was that they weren't aware of many of the benefits on offer. Their existing rewards and benefits package was only available via an intranet, so a new platform would make it much more visible. It also lacked interactive features, reporting capabilities, communication functionality and corporate branding, and was largely inaccessible to the majority of its deskless staff. They needed a solution to bring it all together in one central hub – thereby making it accessible to everyone, at any time.

Solution

BSU sought a more comprehensive benefits proposition that would help improve employee communication and bolster its employee value proposition through a user-friendly platform. While they already offered an Employee Assistance Programme (EAP), a Cycle to

Work and a Car Scheme, they wanted a more integrated solution providing access to a larger range of benefits on one centralised hub.

Personal Group's Hapi platform was the perfect tailored solution, addressing both employee wellbeing and providing a wealth of resources and functionality. Hapi consolidated all employee benefits into a user-friendly, mobile-first platform accessible via smartphones or desktops.

The Outcome

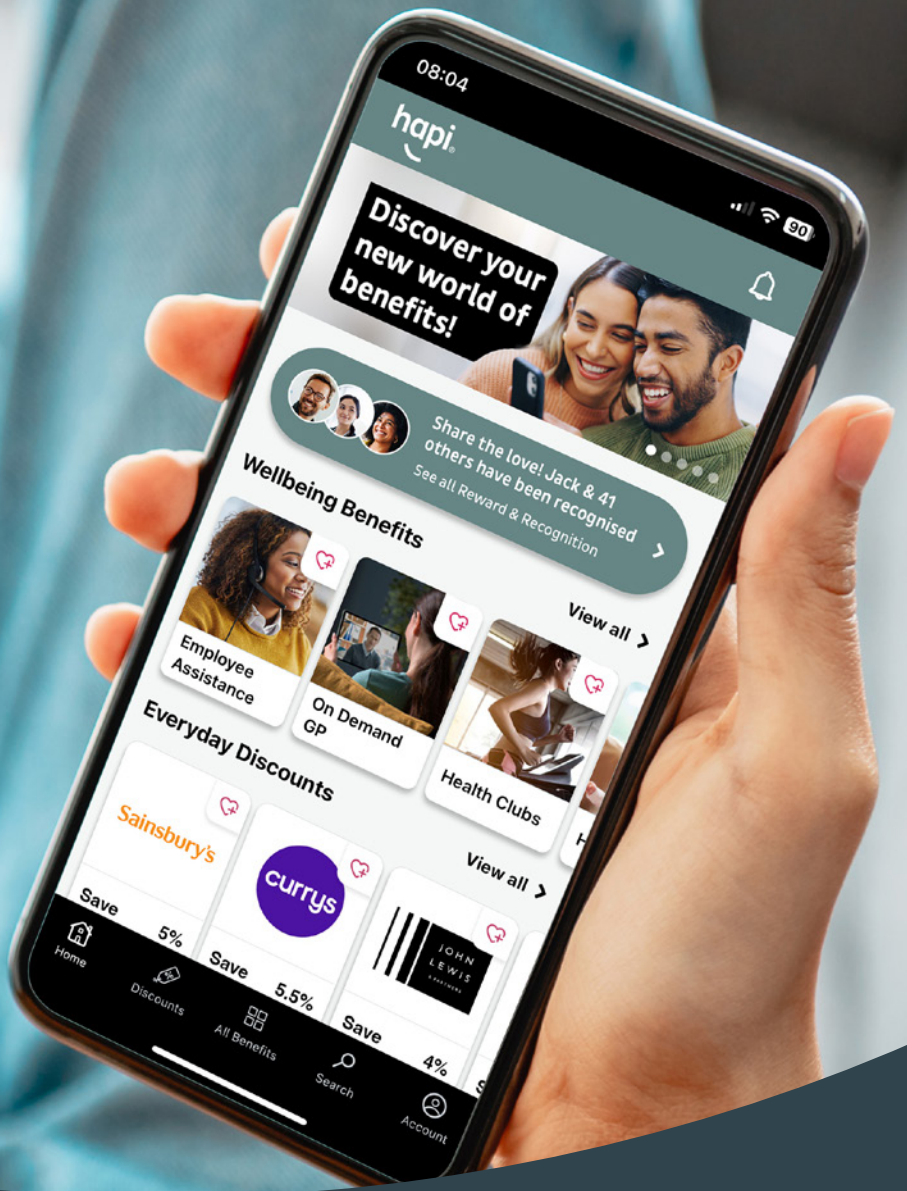
With engagement levels currently at around 40% – more than double the industry average – and a recent live webinar to promote the platform attracting over 200 attendees, the impact of the Hapi app is clear. Through the app, BSU's HR team now maintains direct communications with employees via their smartphones – vital for staying in touch with their dispersed workforce.



“ As an institution operating within a constrained reward budget, we've found that Personal Group enables us to maximise every penny. ”

Arlene Stone

HR Director of the University



Award-winning employee benefits



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HM Government
G-Cloud
Supplier

