

Flexible Employee Benefits

Smarter rewards. **Stronger teams.**
Better business outcomes.

Why Flexible Benefits Matter for SMEs

*Today's workforce expects more than salary alone. Benefits are now a **key driver of recruitment, retention and engagement** - with many employees willing to change jobs for a better package.*

*For SMEs competing with larger employers, flexible benefits provide a **powerful, cost-effective way to stand out.***

What Are Flexible Benefits?

A flexible benefits (or "flex") scheme allows employees to **choose the benefits that suit their lifestyle**, rather than receiving a one-size-fits-all package.

- Employees "pick and mix" benefits
- Adjust contributions (e.g. **pensions**)
- Access voluntary or salary sacrifice options
- Often supported by a digital platform

This approach gives employees control while ensuring employers **only invest in benefits that are valued.**

How It Works

A typical SME flex scheme includes:

Core Benefits (for everyone)

- Pension
- Life cover
- Income protection

Flexible / Optional Benefits

- Private medical insurance
- Dental & health cash plans
- Additional pension contributions
- Holiday buy / sell
- Cycle to work / transport schemes

Flex Allowance

An optional flexible benefits "**budget**" employees can spend on what matters most.

Employees use a **simple online platform**, to make selections, changes and view real-time value.

Why Flexible Benefits

- Compete with larger employers
- Increase employee engagement and wellbeing
- Improve retention and reduce recruitment costs
- Deliver tax-efficient rewards via salary sacrifice
- Gain insight into what employees actually value

Modern platforms also **reduce admin and automate processes**, freeing up HR time while improving accuracy and reporting.

The Business Case

Flexible benefits are not just perks - they are a strategic tool:

- Attract better talent in a competitive market
- Improve productivity through healthier, happier employees
- Align reward strategy with business goals
- Control costs by targeting spend effectively

A well-designed benefits strategy should **inspire, protect, and reward while delivering measurable value.**

What Does Good Look Like?

A successful flex strategy is:

- ✓ **Relevant** - Aligned to your workforce needs
- ✓ **Flexible** - Adaptable as your business evolves
- ✓ **Cost-efficient** - Maximising tax and NI advantages
- ✓ **Engaging** - Clearly communicated and easy to use
- ✓ **Measurable** - Driven by data and employee insight

Common Mistakes to Avoid

- One-size-fits-all benefits
- Poor communication and low engagement
- Over-complex design
- No integration with tax or financial planning
- Lack of employee insight or feedback

The SME Advantage

Technology has transformed the market - flex platforms are now:

- **Affordable and scalable** for SMEs
- Quick to implement
- Easy to manage with minimal HR resource
- Capable of delivering **corporate-level benefits experiences**

This levels the playing field - allowing SMEs to compete directly with larger organisations.

Beyond Benefits – A Strategic Approach

At OCM Employee Benefits, we go further than implementation.

We help you:

- Review your existing benefits for gaps and inefficiencies
- Design a tailored, **tax-efficient benefits strategy**
- Integrate benefits with wider financial planning
- Engage employees to understand and value benefits
- Ensure your investment delivers real ROI

Because benefits shouldn't just be a cost - they should be a **competitive advantage.**

The Outcome

- Stronger employee engagement
- Improved retention and reduced turnover
- Better financial wellbeing for your team
- More efficient, data-driven decision making
- A business that attracts and keeps the right people

Ready to Make Your Benefits Work Harder?

Let's design a flexible benefits strategy that fits your business.

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