

Dreams vs. Reality in Centralised Employee Benefits Management

Understanding C-level perspectives towards employee benefits and the need for specialists in a complex environment.

Within the head offices of many organisations, employee benefits (EB) come as a concern to a variety of C-level decision makers. The responsibility of ensuring suitable employee benefits for an organisation's workforce is linked closely to a manager's capacity to meet specific targets.



However, to meet those targets, companies require the ideal employee benefits scenario – the 'dream.' **As a result of operational limitations, the 'dream' EB scenario is often far removed from the reality that many organisations and stakeholders face.**

One of the main reasons for this is the sometimes very complex handling of benefit plans. In addition to constantly changing legal and economic conditions, the management must also carefully consider the very different interests within the company. The "dream" in the executive suites varies depending on the responsibilities.

The question now is: What do the CEO, CFO, COO and CHRO want to know about the millions of francs they spend annually on employee benefits?

How can such C-level dream and reality perspectives be interpreted?

The CEO

Dream – “Based on audited and up-to-date reports and statistics, I want to be able to regularly and easily determine that our employee benefits in each country comply with all applicable regulations as well as our internal guidelines. I can also determine with equal certainty that our corporate social responsibility measures and guidelines are strictly adhered to. “

Reality – “Neither my CFO nor CHRO can prove it”.

THE CFO

Dream – “For all countries in which our company operates, I want to have access at all times to audited and up-to-date reports and statistics on costs associated with employee benefits.”

Reality – “I have only a collection of black boxes. I can't understand if we are financing the right measures or why we are financing certain measures. I have no control.”

THE CHRO

Dream – “I can understand the full situation regarding costs, benefits and efficiency, at both international and national levels. I can manage this based on factual reports.”

Reality – “I have no clear view of employee benefits in each country and no control over EB set up. What are we providing? What is the cost? What is the reason?”

THE CHIEF FINANCIAL RISK OFFICER

Dream – “I get all necessary information, structured according to my needs, to implement proper risk management concerning corporate risk transfer. This includes” Total Cost of Ownership”, “Cost/Benefits Analysis”, compliance, governance etc.”

Reality – “I do not have that.”

So, when assessing the situation in the management of employee benefits, one realises that there is often a lack of information and control.

How can the gap between the ‘dream’ and the reality be minimized?

With ASN-WEB, the ASN specialists have developed a concept and the necessary tools that provide detailed information on employee benefits for every benefits plan, in every country, in every region and for international solutions. Information means better control, the basis for significant cost savings.

Contact the ASN-WEB specialists at corporate@asn.ch or visit our website at www.asn-insurance.com/en/corporate .

By the way: **ASN-WEB stands for "Worldwide Employee Benefits"**.

This short article is the first in a series of six by ASN, Advisory Services Network AG.



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