TotalRewards Software

Making a High Impact Case for
Total Rewards Software

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Total Rewards Programs Are Just the Start

As executives busy themselves with setting, planning and achieving strategic business initiatives, HR professionals know something the executives probably don't. The work of the human capital team to attract, retain and engage talent is the best way to align high-level business goals with day-to-day results, and total rewards programs are just the first step in that quest. Strategic total rewards management and effective marketing of the total rewards programs are two areas where companies are facing the biggest challenges – and the greatest opportunities.

The answer isn't as simple as having a total rewards program, and it's certainly not just throwing money at the problem by increasing salaries. In fact, more and more studies show that money is NOT the key motivator for employees. So just what are the incentives that drive performance in the rank and file and ultimately get the business to its desired destination? Clearly communicated total rewards based on priorities important to the employee – that is the Holy Grail.

58% would take a pay cut to work for a company that **shares their values.**

To ensure a total rewards program is effective, it must tie together the organizational strategy, workforce strategy, and HR strategy, and both the organization and individual employee intentions should be aligned. Talent and rewards management must enable an organization to

deliver the right amount of rewards, to the right people, at the right time, for the right reason. In order for this to happen, companies need an appropriate platform to centralize, standardize and distribute the information to employees without breaking the bank or the backs of the HR team.

"Employer-provided education and communication is **imperative for employees to better understand and make use of their rewards**. *Additionally, employers are educating beyond benefits literacy to include topics such as personal finance, health and wellness."*

Michael Wilson, CEO, IFEBP and ISCEBS

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Fueling the Fire

An organization's investment in human capital is more important than ever. An effective total rewards program must connect a company's talent strategy to its business objectives without forgetting about the tangible and intangible needs of the employees. Companies that have a strategic, holistic, people-centered, and integrative total rewards solution see a host of benefits from increased retention and satisfaction, to recruitment success, to better engagement and productivity. A well planned and designed total rewards statement system provided to employees is among an organization's most significant investments in the upcoming year. Ensuring that employees are competitively rewarded for their skills, contribution, and performance can have a ripple effect within a company that ranges from the lowest paid employee to the highest levels of management.

Two realities are creating a sense of urgency for companies to rethink their total rewards strategy or scramble to build one as soon as possible:

1. A Healthy Economy

employment   economy

The economy is stronger than in recent history and unemployment is down, but both of those factors can spell trouble for employers. More than ever, companies have to compete for talent coming in the front door AND keep their best and brightest from walking out the back door. Economic recovery is playing a sizable role in driving change and innovation in the way companies look at total rewards as well as how they manage it.

2. Gen Y Employees

The Millennials are a new breed of employee and far separated from the upper management that is trying to build a business around them. At the risk of generalizing, Gen Y-ers are a techno-savvy group who have grown up on 24/7 social media and open book lives. They tend to be agile, which, when developing ideas and getting their jobs done, is great. However, when they encounter a frustration on the job or a better offer, they operate with a surprising lack of loyalty. Total rewards to Generation Y employees are compelling when the proof of these rewards are transparent, clear and conveniently accessible. Oh, and the rewards statements need to look really slick too, because we're talking about a group that is heavily biased by the visual stylings of companies like Apple.

6 *of* 10 will choose an employer that offers them a **sense of purpose.**

The right approach to total rewards is needed now more than ever because the costs of employee turnover are increasing, and even worse the lack of engagement among employees is crippling. HR professionals see the challenges all too well in living color and know it is worth the time and effort to build the case for a total rewards strategy that actually works.

Companies Have Options, Technology Chief among Them

Addressing the needs of candidates and employees to understand their intrinsic and extrinsic rewards can be done in several ways. Businesses can try to improve their internal, manual processes. Or, they can hire an outsourced provider, such as a consulting company, to manage the project soup to nuts. The former is rife with challenges from lack of time/manpower to lack of effectiveness and accessibility. With the latter, the costs can quickly spiral out of control and greatly outweigh the benefits to the company, especially smaller operations.

88% desire **quality** work-life integration.

The solution that may be the ideal blend of pragmatism and value is implementing purpose-built technology. There are software solutions that enable organizations of varying sizes and scale to automate their total rewards program and the statements they send to prospective recruits and current employees. And like many contemporary cloud-based software solutions, the look and feel of the online rewards statement program is a vitally important feature. Solving talent challenges with a software solution enables employers to serve their valuable audiences with on-demand access to their tangible compensation well as a comprehensive view of their purpose-driven rewards like work-life balance, health/wellness and their career path.

In his book *Drive*, Dan Pink was the voice of change on what truly moves people. He challenged prevailing business thought on motivation and admonished companies to seek to engage employees versus simply compensating them. Pink and those like him continue to sound the alarm for a paradigm shift in employers to move from carrot-and-stick approach to holistic rewards, and with that shift, do a better job of demonstrating a greater sense of purpose to employees. That evolution of business awareness and adoption of intrinsic rewards is well reflected in newer total rewards statement software solutions.

"Humans, by their nature, **seek purpose, a cause greater and more enduring than themselves**. *But traditional businesses have long considered purpose ornamental—a perfectly nice accessory, so long as it didn't get in the way of the important things. But that's changing— thanks in part to the rising tide of aging baby boomers reckoning with their own mortality."*

While the scope of the challenges that face the global marketplace in talent acquisition, retention and engagement may seem overwhelming, the solutions can be surprisingly simple. By understanding the current mindset of your organization's leadership, you can craft a strategy that addresses their greatest concerns AND meets their business objectives. And by knowing your options for maximizing your total rewards program, you can go from theoretical design to practical applications to what everyone wants results.

Making Total Rewards Work through Technology

Purpose-built total rewards software platforms are formed on a foundation of total rewards best practices, and the technology allows for your own HR team's knowledge and inputs to automate and streamline the process. The right software tool marries the benefits and wisdom of your in-house staff and the expertise of a fully outsourced niche rewards consulting practice, all while demonstrating value through simple set-up, email/social sharing, and usage tracking and reporting.

TotalRewards Software is the global leader in on-demand total rewards statement software and offers HR professionals a choice of versions to get the right fit for an organization's total

rewards program. With TRS, companies can also get helpful professional services to aid them in setting up and implementing their system as well as marketing it to current and prospective employees for maximum benefit.

To find out how TotalRewards Software can maximize the substantial investment in your human capital, try it for yourself.

Set up a free account or request a demo to see all the features. Visit TotalRewardsSoftware.com or call (866) 478-6428 today.

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