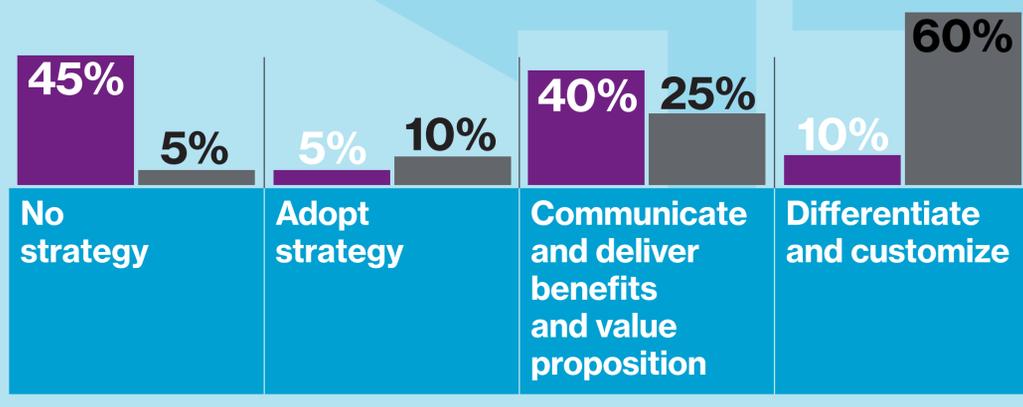


# Belgian employers reshape benefit strategy with an increased focus on wellbeing and employee experience



**2 in 3 Belgian employers aspire to differentiate their benefit programs and improve their employee experience within the next two years**

But only **1 in 10** do so today



■ Today ■ Next two years

## External factors shape employers' priorities and choices

External influences on benefit strategy



	Belgium	Benelux	EMEA	Global
Tight labor markets	73%	67%	61%	59%
Increased remote working	70%	75%	56%	54%
Diversity, equity and inclusion	40%	56%	58%	60%
Rising costs	17%	20%	30%	39%

Diversity, equity and inclusion, is becoming increasingly important



The tight labor market has the highest impact on the benefit strategy in Belgium closely followed by increased remote working



**Stress, burnout and mental health issues exacerbated by the pandemic are key workforce challenges globally.**

Belgium	Benelux	EMEA	Global
73%	76%	65%	76%

## Improved wellbeing and employee experience emerge as key success measures

Benefit strategy success measures



	Belgium	Benelux	EMEA	Global
Improved wellbeing	66%	65%	61%	62%
Improved employee experience	48%	63%	44%	50%
Improved retention	41%	35%	43%	40%
Improved employee performance	38%	30%	34%	32%

## What strategic objectives will help Belgian employers realize their aspirations for a differentiated and customized benefit strategy?

Employers are looking to:



Integrate wellbeing into the benefit package:

72%



Increase flexibility and choice:

55%



Enhance tools and technology:

45%



**74%** have an enhanced digital strategy to personalize the employee experience of benefits in two years.

**About the survey.** Global research findings are based on responses from a total of 3,642 employers representing 14 million employees around the world who participated in the 2021 Benefit Trends Survey. The survey was conducted between May 10 and June 25, 2021 and included 30 companies from Belgium. **Source:** 2021 Benefit Trends Survey

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