



## Aon Total Rewards Perception Survey

# Data-Driven Employee Insights for Swift Action

As we progress through life, what is important changes according to our lifestyle, needs and expectations. This is also true for employees in the workplace - what they need and want from their employer across their life and career stages, how and where they want to work, and the physical, emotional and financial wellbeing support they seek.

It is more important than ever for employers to know what motivates the workforce and how they perceive and value what their employer offers them. Why? Because aligning your Total Rewards program and strategy to your employees' wants and needs is a business imperative. Aon's research shows that:

- Employees who highly value their Total Rewards package are 2x more engaged, 1.5x more trusting of their leaders, and 2x more likely to stay with their employer, and
- Where employers take account of employee perceptions, needs and preferences in developing their Total Rewards strategy, this results in higher levels of employee engagement, satisfaction and intent to stay with their employer.

So, how can companies best learn what employees are thinking and how can they know what different employee groups value, need and expect? Does what employees cared about a year or two ago still matter to them today and is the Total Rewards strategy the right one? Do employees value what their employer offers and does it make any difference to their perception of them as an employer? This is where Aon's Perception Survey can help.

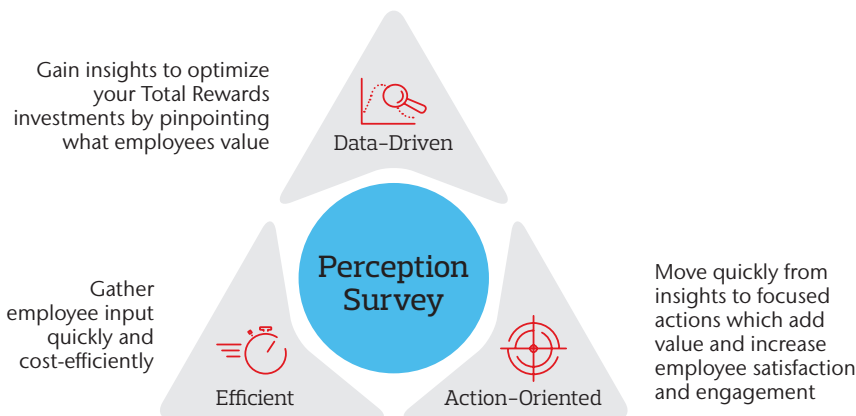
### What is the Perception Survey and Why Do It?

The Survey gives employers an up-to-date, accurate picture of employee perceptions of their Total Rewards and provides companies with valuable data on current satisfaction levels, areas of concern and potential improvements or changes to design or communication.

Unlike traditional approaches to developing Total Rewards strategies which focus on external market data, the Survey gives employers timely, data-driven insights into what matters to employees now and what their perceived needs are for the future. Total Rewards includes your cash and any stock-based compensation, medical, retirement savings, other benefits, wellbeing and other programs to support your needs, work/life support and career development opportunities.

**You can choose Aon's Standard Survey or customize to your needs**, both of which give employers fast, accurate and timely data on their employees' perception of their current total rewards package:

- The Standard Survey can be Total Rewards, compensation or benefits specific and
- The Custom Survey allows employers to adapt questions to issues specific to your organization.



### What Do You Get?

- ▶ Standard or customized survey design
- ▶ Communication toolkit
- ▶ 1 to 2 week survey administration
- ▶ Report with recommended actions
- ▶ Demographic segmentation
- ▶ Benchmark comparisons to your industry



## Meaningful Insights to Drive Action

The Aon Perception Survey includes:

- Questions that reflect the current work environment
- Demographic segmentation to identify differences by key segments of your workforce
- Write-in question so employees can tell you in their own words what's on their minds

## Insights to Drive Action

### Value / Competitiveness

Value of current offering and what employees believe are your top differentiators (and what are not)

### Preferences

General preferences between Total Rewards elements

### Communication

Where to invest in additional education

### Demographic Perceptions

How different employee groups value/perceive current offering

### Personalization

What employees value that best meets their personal needs

### Wellbeing

Support for physical, financial, emotional wellbeing

### Performance and Career

Performance behaviors and rewards to build career growth beyond advancement

### Workplace Flexibility

How/where employees want to work, and support they expect from their employers

### Diversity | Equity | Inclusion

Meeting needs of different population groups and lifestyles

## Data-Driven



- Data driven perceptions vs. guessing at what your employees need or want
- Key employee value measures that help define the effectiveness and efficiency of your Total Rewards program
- Benchmarking your results to know where you stand against industry



## Action-Oriented



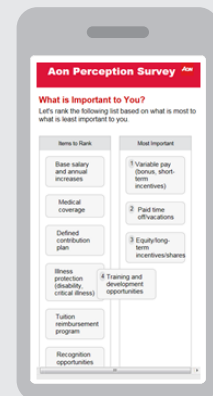
- Data-driven recommendations based on key insights
- Actions identified by segmented employee groups to help understand diverse needs
- Recommendations that focus on actions to promptly boost employee satisfaction and engagement in the short term

Insight	Action
<ul style="list-style-type: none"> <li>• Employees are 3x more satisfied with bonus targets when they have a better understanding of their bonus payout</li> </ul>	<ul style="list-style-type: none"> <li>• Set clear guidelines on how goals link to bonus targets</li> <li>• Coach managers on measuring progress towards goals</li> </ul>
<ul style="list-style-type: none"> <li>• Employees have low perceived market value of medical and 401(k)</li> </ul>	<ul style="list-style-type: none"> <li>• Communicate your competitive market position comparing what you offer to other companies</li> </ul>
<ul style="list-style-type: none"> <li>• Employees say medical, life insurance and annual leaves are your top differentiators</li> </ul>	<ul style="list-style-type: none"> <li>• Promote your differentiators</li> <li>• Are these programs what you want to be known for?</li> </ul>
<ul style="list-style-type: none"> <li>• Employees are 2x more likely to be satisfied with their Total Rewards by offering caregiver financial support than with other wellbeing programs</li> </ul>	<ul style="list-style-type: none"> <li>• Explore subsidy for caregiver support, by re-allocating funds from other wellbeing support that are less important to employees</li> <li>• Explore vendor/program options that can be combined with other wellbeing programs</li> </ul>

## Efficient



- Standard questions that have been tested to produce meaningful insights, with benchmark comparisons
- Fast launch and turnaround time
- Web-based, mobile friendly survey administration
- Results available 1 to 2 weeks after data collection



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**Q. Can the survey cover all Total Rewards elements or just by specific program area?**

A. The survey questions can apply to specific program areas, like compensation, benefits or flexible work, or across all Total Rewards elements.

**Q. How long does it take to complete the survey?**

A. The online survey can be completed in 10 minutes.

**Q. Can we survey employees globally?**

A. Yes, the survey can be administered to employees globally, either using our standard survey or custom questions by country. The Standard survey is available in a few languages, and Aon can perform translations in any language if needed.

**Q. What about other tools to gather employee insights?**

A. Aon offers other research tools to gather employee input, depending on your need, e.g.,

- Virtual and in-person focus groups that provide two way dialogue with a sampling or targeted profile of employees, that can cover a variety of Human Capital and Total Rewards;
- Aon's Total Rewards conjoint/optimization analysis is able to determine employee preferences and engagement/retention impact of alternative/new design ideas, and compare against employer cost and program market position, in order to identify the greatest ROI of your Total Rewards and directly inform future design recommendations.
- Aon's EVP Pulse Check is a brief, standardized survey that measures the strengths and weaknesses of an organization's employee value proposition (EVP).

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We're here to empower results

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## About Aon

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