

Nomination: 9046

Benifex – Total Rewards Solution Provider of the Year

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Benifex
Mobile Phone Number +44 7412 191070
Additional Contacts I would also like to have others receive emails about the disposition of our entries.
Page: Entry Information
Entry Title Benifex – Total Rewards Solution Provider of the Year
Category D01 - D08 Solution Provider > D08 - Total Rewards Solution Provider of the Year
Solution Provider Submission Format Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

BENIFEX CREATES REMARKABLE EXPERIENCES THAT EMPLOYEES LOVE

Benifex's mission is to build remarkable experiences that employees love. Today Benifex supports more than five million employees in over 3,000 organizations across more than 100 countries.

Benifex has won over 120 awards. Change-makers like Baker Hughes, Bank of America, Boston Consulting Group, BT, EDF, Exxon, IKEA, Medtronic, Microsoft, Salesforce, Sony and Volvo choose Benifex to help them create remarkable experiences that are as individual as the people they employ.

"Benifex made our international benefits dreams come true! We're now able to showcase benefits in a way that we've never done before." - Samantha Sargent, International Benefits Director, Microsoft

INNOVATION IS IN BENIFEX'S DNA

Benifex's platform goes beyond the traditional "benefits portal" model. It is designed to foster daily and weekly engagement with employees – whether that's selecting and reviewing core and voluntary benefits, accessing a personalized wellbeing app, sending recognition to colleagues, or keeping up to date with the latest news through the Home feed.

"Continuous improvement and innovation is something that Benifex is excellent at." - Laura Tokell, Special HR Projects Executive, Womble Bond Dickinson

Benifex is continually innovating to deliver fresh, relevant and personalized reward experiences.

b. Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

BENIFEX'S PLATFORM INNOVATIONS

WALLET PRODUCT: Launched in early 2024, Wallet provides ultimate flexibility for employees. It's a card-based benefits allowance that means anything can become a benefit. Organizations can also customize Wallet for specific use cases (e.g., wellbeing, travel, WFH setup). By keeping funds separate and special from everyday spending, it helps organizations differentiate their EVP. Typically, 96% of employees use their Wallet allowance monthly.

A HOME FOR BENEFITS: Benifex's Home product elevates employee benefits out of the limitations of the annual selection period and into an everyday resource of personalized choices and content. In March 2025, Benifex updated Home to enable employers to customize their Home page in a way that places greater emphasis on spotlighting benefits – supporting greater benefits engagement.

Benifex customers who have introduced Home to their Benefits platform have seen, on average:

- A 420% increase in benefit selections

- A 96% increase in logins

- Employees returning to the platform EVERY WEEK (previously every 4 weeks)

AI FUNCTIONALITY COMING SOON

In July, Benifex will release AI-powered innovations that improve the user journey, deliver even more hyper-personalized employee experiences, and speed up processes for HR and Reward teams.

Supercharged search functionality will provide employees with a powerful and personalized Q&A experience that understands the context behind the employee query and delivers a relevant, custom response – enabling employees to fully understand the value of the benefits on offer.

Home's new integrated content assistant will enable HR and Reward teams to generate bespoke benefits content to overcome employee knowledge gaps.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). Required

REMARKABLE CUSTOMER AND EMPLOYEE EXPERIENCES

We believe that great technology is only half the equation; it must be backed by expert service.

In 2024, Benifex introduced 24/7 global employee support for all customers (at no extra cost). We expanded our Employee Experience Centre to Cebu, Philippines, to support employees across time zones and out-of-hours. While other providers are cutting human support, our platform users can receive one-to-one benefits support at all hours.

[REDACTED]

Benifex supports customers to achieve their reward goals with a fully customizable solution. Modular design means the platform can be tailored to each customer's unique reward strategy – whether they want a basic core-and-flex approach or a fully integrated solution covering wellbeing, recognition, and TRS. Customer NPS has increased from +17 to +24 in the last year.

"The thoroughness and creativity they bring to the project, making sure everything is delivered on time and to budget, really is second to none." Andrew Parker, Head of HR & Culture, Lifesearch

ESG IMPACT

Through our innovative Trees with Benefits initiative, in partnership with Furthr, a tree is planted every time an employee selects a Marketplace benefit. By July, Benifex will have planted 1 million trees in Nepal and Madagascar. We strive to be net zero by 2027. No other provider has a similar ESG impact.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

ACHIEVING CUSTOMER GOALS

We help customers achieve all of their reward and benefits goals – and move the needle on key organizational success metrics. The success stories linked are some of the customers we helped to win awards in the last 12 months.

For example, as a result of their new reward, recognition and benefits scheme (which saw 98% of employees engaging), London Gatwick:

- Improved employee satisfaction with reward by 19%.

- Reduced employee attrition by 4%.

- Increased overall company engagement by 12%.

"I'm surprised myself how much engagement we've had with the OneHub platform. We're really happy that what we've done is making a difference." - Steve Walsh, Reward Manager, London Gatwick

METRICS THAT MATTER

Also linked is our 2025 'Metrics that matter in employee benefits' report which explores how the right benefits – designed in the right way, and delivered with the right technology – can impact organisational success across metrics like productivity, employee loyalty, diversity, growth. The report demonstrates the real impact of benefits for many of our customers. This report also shares learnings, tips and considerations for global reward leaders, and has been read by hundreds of our customers and prospects.

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