

Nomination: 9173

Connecting people to the benefits they love

**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

**Additional Contacts**

I would also like to have others receive emails about the disposition of our entries.

**Page: Entry Information**

**Entry Title**

Connecting people to the benefits they love

**Category**

F01 - F80 Solutions, Implementations, and Training Programs or Media > F01 - F50 Solutions & Implementations > F07 - Benefits Management Solution - New or New-Version

**Solutions & Implementations Submission Format**

Written Answers

**a. If you are nominating a brand-new product, state the date on which it was released. If you are nominating a new version of an existing product, state the date on which the update was released. If you are nominating an implementation, state the date on which the implementation was completed. Required**

OneHub I Home was released in June 2023. The brand-new AI powered features within Home will launch Q3 2025.

**b. Describe the features, functions, and benefits of the nominated product, service, or implementation (up to 350 words). Required**

Traditional employee benefits platforms are geared towards annual selections – a site employees visit once a year and forget about, meaning many lack understanding of the true value their employer offers them.

OneHub | Home is a dynamic everyday resource that amplifies company culture and encourages employees to keep coming back.

Home connects all employee experiences – benefits, wellbeing, reward and recognition – in one location. It's a personalized, digital space where all employees can access benefits news, insights and updates. Employers can choose to share with all employees or customize content by region, behaviour or employment stage. Employers can also create dedicated 'Spaces' for the topics that matter most and signpost employees to the benefits and resources – within OneHub or other apps – through single sign-on.

In 2025, Home will further redefine what a benefits platform can achieve with new Artificial Intelligence (AI) powered innovations – delivering hyper-personalized, intuitive and truly employee-first experiences.

At its core is supercharged search functionality, providing employees with a powerful Q&A experience. The technology goes beyond simply finding and listing search results. Home's intelligent search understands the context behind each employee query and delivers a personalised response. This self-serve tool empowers every employee to fully understand the value of the benefits on offer.

Another standout innovation is Home's new integrated content assistant. Leveraging AI, HR and Rewards teams can generate bespoke content to overcome employee knowledge gaps and drive engagement – without increasing their workload. And for employers operating in multiple countries, Home will tackle the content globalization challenge with ease – delivering high-quality, relevant resources for every region. This ensures employees stay informed and empowered, no matter where they are or what their needs may be.

**KEY BENEFITS AND FEATURES**

So, what do these game-changing innovations mean for Benifex customers and their employees?

Employers:

- Daily efficiency gains through seamless content creation.
- Reduced handling of employee queries.
- Increased benefits engagement and take up leading to a boosted benefits ROI.

Employees:

- Consumer-grade benefits tech.
- Smarter, self-service tools to support benefits queries.
- An everyday resource for relevant news and content.

**c. For the nomination of a product or service, outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. For the nomination of an implementation, outline the need or problem that was identified, why the solution was chosen, how the solution was implemented, and the results of your implementation to date (up to 350 words). Required**

CUSTOMER RESULTS:

Benifex customers that have introduced OneHub I Home have seen, on average:

- A 420% increase in benefit selections
- A 96% increase in employee platform logins
- Employees returning to their platform every week, up from every 4 weeks previously.

For example:

iPSL:

- 96% employee engagement with benefits.
- 92% selected a voluntary benefit.
- A 383% uplift in benefits selections among lower-paid employees.

Ema Urlic, Head of Human Resources, iPSL, said:

"We worked with Benifex to introduce OneHub Home last year to provide that employee platform where they could not only get access to their benefits, and their reward and recognition tools, but also to allow colleagues to share information with each other. It was about making sure that everybody had access to the information and that the messages were in different places but reinforced each other."

Konica Minolta:

- 81% of employees logged onto the platform.
- 53% selected a benefit.
- 1/3 of employees are logging onto the platform monthly.

Holly Brown, Employee Experience Partner at Konica Minolta, said:

"With Home, we're expanding the use of our benefits platform, so it acts as more of an everyday resource and a one-stop-shop for our employees.

The best feature for us is being able to link out to other documents and apps ... for our employees. There is an opportunity available to us to use the feed as well where we can promote our benefits.

I love the flexibility and control it's giving me, as I can customise the apps and interface. It means that we can keep Home as up to date and as engaging as possible."

THE APPETITE FOR AI:

Benifex's 2024 research report, 'AI in benefits and reward' highlights that many HR and Reward professionals are looking to expand their AI deployments. 41% of employers believe they need to do more with AI within their HR department with 49% saying that, by doing so, they will free up their time for more strategic work.

With the upcoming AI-powered OneHub | Home innovations, employers can harness AI to accelerate employee engagement and unlock a new ROI on their benefits engagement.

**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**

Included below are the full iPSL and Konica Minolta case studies, plus our OneHub | Home brochure and recent AI research report.

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**Would you like to add an additional webpage link?**

No

**Supporting Document**

No File Uploaded

**Would you like to add an additional supporting document?**

No

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