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News release

## **Customer contact specialist, CPM UK Limited, promotes flex to 800 office-based employees**

- Successful launch to 800 employees
- Flex now part of business strategy to retain, recruit and stay ahead of competition
- FD convinced by low cost approach, using NI savings to fund scheme
- Total Reward and benefit selection approach in place for diverse workforce

CPM UK Ltd, the UK's leading field marketing consultancy and a leading provider of outsourced telephone customer contact solutions, is launching Vebnet flexible benefits to 800 head office-staff. Branded internally as 'Flex2Fit', flexible benefits is now a fundamental component of CPM's business strategy to retain and recruit talented people in the UK through offering a benefits system which supports their individual needs. Previous surveys showed an overwhelming 80% of employees wanted more benefits choice. CPM's Flex2Fit has been implemented with Vebnet technology, benefits design and communication support services. The launch achieved a 62% participation rate across central service divisions.

Chris Castle, HR operations manager of CPM UK, explains, "CPM is the number one field marketing company in Europe, far ahead of our competitors in both sales and gross profit. But they can close in on us. We know that many of our clients offer flexible benefits to their employees and for CPM it's now become a part of our strategy to achieve our goals and stay ahead in retaining our immense pool of talented people.

"Yet when it came to convincing our financial director, it was the numbers that talked," Castle explains. "With 80% of employees asking for more benefit choice, we had a concrete business case for the board. But we needed to deliver flex at a reasonable cost. Key to this was finding out that pension conversion to salary sacrifice would result in savings in National Insurance funding the scheme."

CPM has a dynamic, young-thinking and highly diverse workforce. They work in two separate contact centres plus operations, accounting, technology and management, so this too was a

driver for flex. “When you look at the employee demographic profile, we have people in all stages and of all ages, so we needed to provide benefits to suit individual lifestyles. Employees want a modern benefits package that they can adapt individually.”

The HR team has been moving towards flex after adopting a total reward-strategy two years ago. Steering away from ‘salary’ and encouraging ‘total reward’ has been reinforced by implementing Vebnet’s technology for all office-based employees, ensuring each understands the full value of combined salary and benefits. Design of the benefits scheme was also delivered by Vebnet.

Consultation has been ongoing since the introduction of Total Reward statements, aiming for input from employees into the final scheme design along the way. Vebnet supported the launch by producing the Flex2Fit logo, which was used throughout the communications programme during February and March. This included mailers, promotional goods and posters.

Marcus Underhill, head of flexible benefits at Vebnet, sums up, “Astute companies recognise that competition is never far away and rewarding staff in an appropriate way can support overall business strategy. We’ve been working with CPM to deliver flex via our world-class technology, as well as by supporting it with our benefit design and communication services. Success was highlighted to CPM’s Chris Castle and a board member in a recent grass roots session, when, unprompted, an employee said, ‘We love Flex2Fit’, it’s just great”.

#### **Press enquiries**

Kay Phelps, The PR Department for Vebnet, M: 07710 043244, T: 01932 789524 or email: [kayp@vebnet.com](mailto:kayp@vebnet.com)

#### **About Vebnet**

Vebnet specialises in the development, deployment and support of internet based technology for flexible benefits and total reward statements. Founded in 2000 and subsequently listed on AIM (2003), Vebnet has rapidly become the leading provider of this technology. Through significant, specialist experience of the employee benefits market, Vebnet is able to identify the real business case behind implementing flexible benefits. This ensures that clients are able to achieve a rapid return on investment. Vebnet launched its FIX&FLEX product in 2002, which is now distributed via leading benefit consultants and a range of other strategic partners. **Customers include The AA, Britannia Building Society, Heineken, Informa, JPMorgan, Nationwide, PWC, KPMG, SonyBMG and Virgin.** [www.vebnet.co.uk](http://www.vebnet.co.uk)

- » For Organisations, Vebnet solutions offer a branded vehicle to communicate the value of their total rewards, help differentiate themselves from competitors, harmonise terms and conditions and deliver tangible results to the bottom line.
- » For HR, Vebnet solutions simplify benefits administration and strengthen reporting and management capabilities, aiding the campaign to recruit, motivate and retain employees.
- » For employees, Vebnet solutions enable organisations to provide appealing and valued benefit choices and show individuals just how much investment is made into their benefit packages. Access is available 24/7 with internet connection for an intuitive and engaging experience.
- » For global companies, Vebnet solutions provide the functionality to offer benefits to employees internationally, online and in multi-currency formats.
- » A cost-neutral voluntary benefits programme from Vebnet bundles tax efficient salary sacrifice arrangements together, to offer employees more benefit choices.