

FOUR QUESTIONS FOR ROMAN BREIL, TECHNICAL SALES FOR EMPLOYER BENEFIT SOLUTIONS (EBS) AT CHG-MERIDIAN

THERE ARE MANY INCENTIVE PROGRAMS FOR EMPLOYEES. WHAT IS SPECIAL ABOUT THE EMPLOYEE PC PROGRAM AT CHG-MERIDIAN?

Roman Breil: All employees benefit from our program – this is what significantly differentiates us from other incentives. Not just individuals, as is the case with company cars. Every employee, be they a janitor or board member, has the opportunity to purchase state-of-the-art IT technology for a reasonable price for private use. And the manageable monthly rates make the employee PC program of interest to all classes of income. The offer for devices ranges from notebooks to tablets to smartphones. All devices can be used at home, so for private purposes – even by other family members. And the whole project is cost-neutral for the company and also increases employee motivation and loyalty.

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COST-NEUTRAL FOR THE EMPLOYER? HOW CAN THAT BE?

Roman Breil: This was the intention of the government, as they would like to promote the private use of commercial communications devices – it is tax-free. That's why there is no monetary benefit to assigning the devices. The rental payments are passed on at cost to the employees via deferred compensation. The employee also gains something extra from this: they simply cover the monthly payments via deferred compensation. This reduces their income tax burden and makes the device much cheaper. Incidentally: the employee is shown their individual cost benefit immediately during the online order process.

HOW MUCH EFFORT DOES IT TAKE TO INSTALL THE PROGRAM AT THE COMPANY?

Roman Breil: The effort is very minimal. Not just for HR, but also for IT, purchasing and payroll accounting. We and our partners take care of all significant operating expenses. We accompany the entire process comprehensively and responsibly. Or, put another way: We develop the concept, create the web portal for ordering with our partner and ship the goods to the private address of the employee. Even when it comes to invoicing there is hardly any effort involved; it is carried out collectively and automatically.

HOW DO YOU ENSURE THAT THE EMPLOYER BRAND REALLY BENEFITS FROM THIS?

Roman Breil: In order to achieve a sustainable employer branding effect, all measures are created completely in the appearance and according to the design rules of the company brand. This is particularly the case for the web portal. Also, further accompanying measures can be efficiently integrated into the concept. Furthermore, we recommend the program be limited to two annual time windows. This lends the program an event-like character, boosting its value even more. Our experience shows that even after just a few rollouts up to 70% of the staff participate in the program.