

Using On-Site Employee Services to Drive Business Success

Making it easy to offer the programs and services today's employees identify with the best places to work



No one says it's easy to create and grow a successful business. Hundreds of factors contribute to a company's ultimate success or failure. Among them: having a solid business plan, keeping customers happy and loyal, responding quickly to business opportunities and threats, and—increasingly—leveraging cutting-edge digital technology and services.

That said, all of these factors and more ultimately boil down to three fundamental requirements: Hire the right people, keep them satisfied and productive, and retain them. As with most maxims, “You’re only as good as your employees” has more than a small element of truth.

Achieving these people-centric objectives has become ever-more challenging, however. Competition for top workers is fierce as millennials and even older employees are changing jobs more readily than in the past. Furthermore, if not properly managed, the pace and demands of modern workplaces can quickly drive up employee stress and dissatisfaction.

Some of the most innovative employers have found ways to navigate these workforce challenges, winning employee plaudits—and consistent top rankings in “best places to work” surveys—along the way. How? Providing engaging and fulfilling work, competitive salaries, and diverse benefits packages are among the reasons. But these organizations have also recognized another employee benefit of increasing value: providing workers with a variety of on-site programs and services that free up time (and often money) that would otherwise be spent outside of or take away from work hours.

On-site benefits can range from food services to wellness programs such as yoga and nutrition classes to massages and car washes. Until recently, however, many companies weren't able to match their [legendary peers](#) in offering these types of services.

That's no longer the case. Espresa has created an online platform with hundreds of services to better engage and improve the productivity of employees. The company's innovative approach allows a much larger universe of organizations to offer valued and well-utilized benefits that only the most cutting-edge corporations have been able to provide in the past.

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Catering to the needs and desires of stressed-out workers

Much has been made about the potential of digitally based business transformations to make companies more competitive, to engage more closely with customers, and to speed everything from decision making to time to market. This digital revolution has also impacted employees, and not always in a positive fashion.

Always-connected employees often work longer hours, both on-site and off, and the pace and volume of work has steadily increased for many of them. An [Ernst & Young \(EY\) study](#) finds that one-third of full-time employees say that managing the work-life balance has become more difficult over the prior five years. Fifty percent of employees in a [CareerBuilder](#) study cite good work-life balance as the key reason for staying with their current employer.

The largest cause of workplace stress, according to the [American Institute of Stress](#), is heavy workloads. But 20% of employees say stress comes from the difficulty in juggling work and personal lives. These stresses hit younger workers particularly hard, the EY study finds. That fact has significant consequence, given that millennials will constitute 75% of the global workforce by 2025.



A variety of other studies have provided insight into the priorities of modern-day employees. Among the findings:

57% of job candidates identify benefits and perks as a top consideration for accepting a job.¹

63% of employees rate quality benefits as very important to overall job satisfaction.²

42% of employees report benefits packages as the most important factor for staying with their employer.³

Clearly, employers need to be more creative than in the past when it comes to keeping their employees happy and in the fold.

Happy, loyal employees = productive, successful companies

As suggested, companies aren't starting to add on-site perks programs for purely altruistic reasons. Not just employees, but employers themselves, stand to benefit in multiple ways from these programs. Among the paybacks:

- On-site services reduce employee absences and increase the amount of time they have to focus on their jobs.
- Engaged employees are 21% more productive, according to the [Gallup 2016 Q12 Meta-Analysis Report](#).
- Reducing employee churn helps not just business continuity, but also the bottom line. The cost of hiring a new employee can often [exceed his or her annual salary](#).
- Companies with good reputations for treating their employees well—reputations that spread informally via word-of-mouth or formal rankings—find it easier to attract top-tier talent than do companies with sketchier reputations.

Benefits and perks have little value if they're not used

Prior to Espresa, many companies were limited to two basic models. Some firms used corporate discounters that offer markdowns on movie tickets, amusement parks, and other items. While a handful of employees may take advantage of these types of offers, most find better discounts these days through the internet or warehouse clubs. Companies generally get little credit or loyalty from offering these basic perks.

At the other end of the spectrum are concierge services, which employees can contact for assistance with various needs. Large companies may have their own on-site concierge staff, while others may tap third-party concierge services.

While concierge services can be helpful, their scope is often limited to such things as arranging travel plans, booking one-off services, or making dinner or theater reservations. They do little to address everyday needs and—as with discount coupon perks—are not well utilized and do not benefit most employees.



Democratizing and supercharging on-site employee services

Recognizing the flaws in most employee services programs, Espresa set out to devise a model that companies of any size could easily and flexibly adopt, while delivering both a good experience and useful services across their diverse employee populations. In essence, Espresa identifies, vets, and contracts with a wide range of service providers, and then lets companies easily select services from its online platform to offer at the workplace.

Espresa serves as the first point of contact for any service or support issues that may arise, and prices its platform starting at \$1 per employee per month.

Among other functions, Espresa coordinates with benefits, facilities, and property managers to work out the logistics of locations, scheduling, security, and access, as well as certification, licensing, and insurance requirements.

Espresa is constantly adding to its portfolio of service providers; some have national presence while others are local to specific metropolitan areas or regions. Espresa encourages its customers to suggest new partner candidates based on the desires and needs of their unique workforces.

Further, Espresa clients have great flexibility in how they provide the services. They can offer them as part of their regular employee benefits, as part of incentive programs, or simply for employees' convenience. Likewise, the services can each be configured to be fully employee paid, or partially or fully funded by the employer.

For their part, employees can use web and mobile apps to order and schedule any of the services their company provides. They can also receive notification of new service offerings and rate their experiences so their employers and peers know their satisfaction levels with any services they use.

A growing portfolio of on-site—and some off-site—services

Most of the Espresa-managed services fall into one of three buckets:

Health and Wellness Services – These services are the most popular offerings and include such things as massage and group exercise (Yoga, Zumba, TRX, etc.) as well as ergonomics and nutrition classes, and medical services ranging from on-site chiropractic care to flu shots.

Everyday Necessities – Also very popular, this group of services ranges from haircuts to car washes and automobile fueling or recharging to dry cleaning or laundry.

Occasional but Essential Services – Among the services in this category are windshield and car dent repairs, phone screen repairs, passports and visas, and bicycle repairs.

Though most Espresa services are designed to be offered at—and engage employees at—their workplace, off-site offerings are available when they make sense. For example, getting a smog check for an employee's car requires the service provider to pick up the car and take it to a certified facility. Other off-site services can include team-building activities such as sailing, white water trips, or building shelters for the homeless.

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In short, the scope of Espresa's services portfolio is limited only by the interests and desires of its customer base. "Out of the box" services can include everything from healthy take-home dinners for the whole family to college planning for their kids. Espresa also has partners who will take care of everything—food, alcohol, entertainment, and even tents—for workplace-based TGIF events.

Espresa is working to build links between its online services platform and analytics and other systems. With such connections in place, companies will be able to track how service usage relates to other metrics, such as employee satisfaction and retention.

Evolving employee needs require innovative employee benefits

No one can doubt that the typical workplace of today is far different from that of even a decade ago. So too is the composition of the workforce, as it goes through a generational shift. Employee needs and priorities have evolved as well, and companies that don't react to these changes stand to suffer in multiple ways.

Without question, traditional benefits such as health insurance, vacation time, and 401(k) plans remain extremely important to almost all workers. But these benefits alone are no longer enough to keep employees fully satisfied and productive—or to differentiate one employer from another.

Forward-thinking companies are constantly seeking ways to help their employees meet their personal needs, not just their workplace demands. By treating their workers as complete individuals, with outside interests and pressures as well as everyday jobs, companies can build stronger bonds with them. These bonds ultimately benefit the employers through high employee engagement, and the ability to better retain and recruit the best people.

Espresa has created a simple yet powerful on-site services solution that makes it easy for a wide universe of companies to offer highly valued employee services. On-site services, once the exception, will increasingly become the norm for many companies and within many industry sectors. Those organizations that pioneer this employee-focused trend will inevitably reap the greatest benefits in worker satisfaction, productivity, and loyalty.

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For more information about the Espresa solution and its growing portfolio of services, go to **espresa.com**.

¹ Harris Poll Survey, December 2015

² 2016 Society for HR Management Employee Benefits Survey

³ Aflac WorkForces Report 2016