

# Corporate Case Study 2

## Staff Communication

Company Y is small company with big ambitions in the IT sector. It employs 30 people and is looking to grow quickly. Recruiting is tough and we identified that retention had previously been a problem. In part this was because employees didn't know the real value of their company benefits package and so when comparing job opportunities often only took into account the salary.

We reviewed the company benefits and were able to create a 'top hat' solution. This means that for the majority of staff they received a standard benefits package including a marginally better company pension scheme. The top hat element is for the senior staff - they had access to the holistic financial planning from Plutus. This includes on- going reviews, independent investment advice, free mortgage advice and access to a will service, fund management service and life planning.

The feedback we received was that the directors were delighted with the improvements to the company's general offering to staff and delighted with the enhanced package for the senior staff. Vitally, the senior staff were told about the enhancements to their package and it is expected that now they know and understand the real value of their benefits package, retention rates will improve.

***If you would like to discuss any of the above in more detail please do not hesitate to contact us.***

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