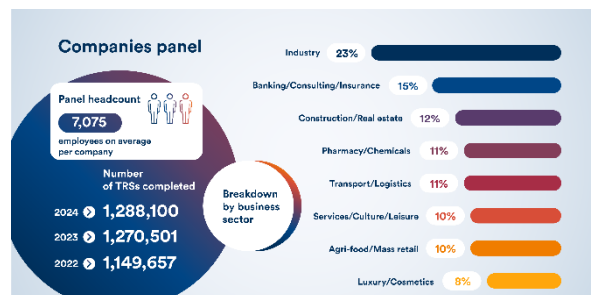


15th C&B Communication Observatory CSR policy and well-being at work: essential factors for employee attractiveness and loyalty?

Paris, October 31, 2024 – During the 15th C&B (Compensation & Benefits) Communication Observatory, Diot-Siaci – a leading multi-specialist insurance and reinsurance brokerage and consulting group in France and Europe – was able to highlight the drivers of attractiveness and retention crucial to HR management: compensation, CSR policy and well-being at work.

The survey was conducted based on a sample from the 1,288,100 Total Reward Statements (TRSs) completed in 2024 by the Diot-Siaci HR Communication teams. This sample is taken from a segment of companies with an average of 7,075 employees across all business sectors.



A strategic tool for communication and talent management

After 15 years of the Observatory and more than 30 years' experience with TRSs, we can assert that they are **more essential than ever as a communication tool**, making it possible to: ensure compensation is transparent for employees, optimize talent retention and further open up social dialog within the company. A TRS campaign is carried out every year by 97% of the companies in the panel. The TRS covers all major Human Resources themes and addresses the compensation policy of each employee in a customized and individual way, incorporating all the social benefits implemented within the company. The three essential items are: function/job (91%), status (87%) and working time (83%). In addition, 67% of companies include their key figures.

“The TRS allows compensation policies to be addressed in a customized and individual way, while incorporating all the employee benefits offered by the company. Today, employees expect their company to have transparency and commitment in order to address the current challenges facing our society, whether individually in terms of their purchasing power and protection (preventive actions) or in relation to more specific issues, such as the environment,” explains Clémence Perrin, Head of HR Communications at Diot-Siaci.

A marked change in wages in 2023

As purchasing power is currently a hot topic, TRS campaigns are naturally addressing the issue of compensation. This year, 62% of companies highlighted the annual change in employee compensation, confirming a general upward trend in wages. Others include information on mandatory annual negotiation agreements, or the employee referral bonus implemented within the company.

More specific to value sharing, employee share ownership is one of the high-profile topics in TRS campaigns this year, with 12% addressing this theme. Companies are seeking in this way to stand out by strengthening their employee benefits, in order to maintain their attractiveness and meet the growing demands of employees and potential employees.

The two strategic priorities now visible in the TRSs

EU Pay Transparency Directive

European Directive 2023/970 of 10 May 2023 imposing greater transparency in terms of compensation in order to guarantee more equal pay between men and women is a key priority for the coming months.

The TRS is an important tool in this respect, that will make it possible to meet the requirements of the directive and the law, by clarifying the rules for wage increases, communicating on the positioning of jobs of the same value and objectively justifying development criteria such as seniority, experience, and individual performance. More than one-third of the panel (35%) already offers a detailed assessment of individual compensation, specifying the variable portion and the other benefits offered.

1. CSR policy and well-being at work

Corporate social responsibility (CSR) and employee well-being are now at the heart of companies' concerns. Over and above simple reporting, 71% of employees expect concrete and tangible actions from their employer. The role of HR managers, working closely with the CSR directors, is now central to meeting these expectations by addressing not only environmental issues but also working relations and conditions.

Initiatives, such as those by SPIE France, illustrate companies' commitment to essential subjects such as diversity, inclusion and the fight against sexism and discrimination. Sandra Hen Poulain, Human Resources Director at SPIE France, mentions some examples of actions put in place: *"SPIE France has created a diversity network with representatives on each management committee, established a partnership with the Elles Bougent association, signed the 'StOpE au Sexisme' charter to guarantee an inclusive and secure working environment for women, and created educational materials to support managers with all of these issues."*

At the same time, 64% of employees consider that their work can impact their mental health, highlighting the importance of taking stress, workload, lack of recognition and repetitive gestures into account in HR policies. This is a topic that resonates with companies, since half of those on the panel use their TRS campaigns to address actions implemented as part of their CSR policy and well-being at work (e.g. help for caregivers), which was not necessarily common practice in the past.



“Formalization of the CSR roadmap highlighting all the company’s commitments and its actions on the ground and at all levels is essential to convey a clear and shared approach, fostering the feeling of belonging to a collective movement which will shape the future of our company,” says Myriam El Khomri, Head of Consulting and CSR Strategy at Diot-Siaci.

HR departments are fully aware of the fundamental issues related to purchasing power, work-life balance, health, and psychosocial risks. Similarly, issues around training and retirement are also key focuses for them.

In this context, several initiatives aimed at ensuring employee satisfaction and loyalty are being adopted within companies, reflecting a growing commitment to teams’ well-being and development which is evident in the TRSs.

About Diot-Siaci

Diot-Siaci is a leading multi-specialist insurance and reinsurance brokerage and consulting group in France and Europe, with a presence in Asia, the Middle East and Africa. Diot-Siaci designs and implements innovative, tailor-made solutions for its customers in the fields of personal insurance, property insurance and liability insurance. Diot-Siaci’s stable, family-owned shareholder base enables it to support its customers in their transformation by meeting their needs across the entire value chain in Property & Casualty, Transport, Professional Liability, Social Protection and Consulting and International Mobility. With nearly 5,000 employees and an extensive international network, the Group operates worldwide, and expects to achieve sales of almost €905 million by 2023.

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