

Employee Benefits with Personal Group

Taking Merseyrail Employees on an Engaging Journey



Personal
Group

Fact File

- **Company:** Merseyrail
- **Employees:** 1,227
- **Head office:** Liverpool
- **Website:** www.merseyrail.org
- **Sector:** Transport
- **Launched with Hapi App:** 2015

Background

Merseyrail is a regional railway company that has established itself as a successful train operation company. With a focus on performance, it is one of the most punctual and reliable rail network in the UK, with consistently high scores for passenger satisfaction. It has received multiple national award wins for customer service and punctuality. Merseyrail plays a crucial role in supporting the Liverpool city region by providing additional services during major events like the Grand National, Open Championship, and Eurovision, showcasing their commitment to flexibility and meeting the city's needs.

The self-contained network offers the most affordable fares in the country and operates over 600 regular services per day, every 15 minutes, to 69 stations throughout the Liverpool City Region. The network carries over 90,000 passengers on an average weekday, with its Liverpool Central station being one of the busiest outside of London.

The challenge

Merseyrail's primary focus back in 2015 was on improving employee engagement by providing the best compensation and employee benefits package. This included competitive salaries and excellent working conditions and with 1,227 employees, retention and recruitment were critical components of its strategy.

The Personal Group Solution

Personal Group stepped in with a multi-faceted approach, offering Hapi - which supports wellbeing, engagement and benefits - all in one customisable platform.

The platform which is available on desktop or as an app, helps create a happier, healthier and more productive workforce whether the employee is based at a train station or in an office. Incorporated in Hapi, employees can access discounts with leading retailers, gym memberships, a Cycle to Work (C2W) scheme, as well as a technology salary sacrifice scheme.

For Merseyrail, Personal Group also provides insurance plans including a Death Benefit, Hospital Plan and a Convalescence Plan.

The strategy also involved a combination of employee communication via Hapi, a dedicated account manager, roadshows and face-to-face visits with employees to demonstrate the available benefits, therefore further increasing awareness and engagement.



Outcomes

The focus on employee benefits and engagement resulted in a substantial return on investment. Merseyrail employees' commitment to spending on retail discount vouchers via Hapi, yielded a saving of over £6k for year ending 2023 and continues to grow. The home and technology scheme achieved a 30% adoption rate, demonstrating the success of the engagement initiatives.

Conclusion

Merseyrail's partnership with Personal Group has successfully enhanced employee engagement, retention, and overall satisfaction. The company's commitment to providing a comprehensive benefits package has contributed to its success in the industry, including a competitive advantage with recruitment and retention. Looking ahead, Merseyrail aims to maintain its high levels of engagement and performance. The collaboration with Personal Group has played a pivotal role in achieving these objectives, showcasing the importance of a strategic and holistic approach to employee benefits.

“So far this year Personal Group has paid out 95% of claims overall*. Since the pandemic, employees are increasingly aware that the insurance they purchased for a rainy day could be needed any day. Personal Group's plans ensure that they and their families have some financial support if they need to take time out of work or their spare/leisure time to attend a hospital appointment, recover after a hospital stay, or even if the worst happens and they pass away.”

Niki Pembroke, Senior Account Development Manager, Personal Group

“We've worked with Personal Group and Let's Connect for over 9 years and it's been a seamless process. Recommendation - 100%”

Frank Kenwright
Head of Payroll

Personal Group Services

- Discount vouchers across retail, hospitality, travel and more
- Gym membership
- Employee Assistance Program (EAP) and GP services with Health Assured and Health Shield directly
- Cycle to Work (C2W)
- Electric Vehicle (EV) Cars via Octopus
- Let's Connect

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