



**47,299**

face-to-face  
presentations  
in 2024



**Royal Mail**

**Company:** Royal Mail Group

**Employees:** 130,000

**Sector:** Postal / Courier

***“ I would thoroughly recommend Personal Group as a hospital cash plan provider, I couldn't think of anyone better, their customer care is second to none. ”***

**Mr P,** Royal Mail Employee

## Background

Royal Mail Group (RMG) is a cherished UK institution connecting communities and businesses. With its iconic red branding and 1,200 delivery offices nationwide, RMG delivers millions of parcels and letters annually. RMG values its 130,000 workforce and recognises the significant benefits insurance brings to their lives.

## The Solution

For over 40 years, Personal Group has provided employee-paid insurance plans as part of comprehensive employee benefits packages. These plans ensure that RMG employees and their families are supported when it matters most—whether it's paying a cash benefit for hospital appointments, aiding recovery, or offering security during challenging times. With fast claim processing, these plans are highly valued by employees.

## The Outcome

RMG first partnered with Personal Group in 1990, with 1,000 policies purchased in the initial year. Since then, uptake has grown significantly, and by 2024, 18% of eligible RMG employees now hold a Personal Group policy.

To drive engagement, Personal Group's Employee Engagement Executives (EEEs) visit all 1,200 RMG delivery offices twice a year. In 2024, the team conducted 47,299 face-to-face presentations—a 7.5% increase from the previous year—resulting in a 23% rise in enrolments. Our flexible approach allows us to schedule visits around shift patterns, ensuring accessibility for staff across their 24/7 operations. Premiums are conveniently deducted through weekly or monthly payroll, with approximately 24,000 Royal Mail employees now holding a Personal Group insurance plan.

***“ The visit was very much appreciated by our employees at the Tyneside Plant – the team covered all shifts which was a great commitment and received very positive feedback. The sharing of the detail and explanation of what is offered in 'MyBundle' helps engage with our employees undoubtably had an impact on morale. The feedback was, that people were grateful for the 'face to face' opportunity to ask relevant questions about the offers available to them. ”***

**Roger Guy,** Plant Manager, Royal Mail Tyneside