

Benefits without Borders

A Playbook for the Global Workforce

 **Ben**

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Executive Summary

Building the Future of Global Benefits — From Fragmentation to Systems That Scale

Every Global Rewards leader I meet is facing the same challenge: how to design benefits that make sense everywhere, without collapsing under their own complexity.

You introduce a new parental leave policy that works perfectly in London – and it immediately conflicts with regulation in Berlin. You launch a wellbeing initiative that, in Tokyo, lands quietly during Golden Week. These moments aren't failures of leadership. They're symptoms of a deeper design flaw: we're trying to serve a global workforce with systems built for single markets.

The future of benefits isn't about adding more programmes or providers. It's about building intelligent, AI-powered systems – modular, scalable, and adaptive. Systems that can flex to local realities while keeping global consistency.

Sadly, too many organisations are still managing benefits through spreadsheets, siloed platforms, and manual fixes. It's not because they're doing anything wrong – it's because this work is inherently complex. Every country, benefit, and company is different: some need approvals, others don't; some demand declarations, others run on trust. Multiply that across markets and it's no wonder systems start to creak.

The industry's answer so far hasn't solved it. Most platforms are really a collection of linked tools – integrations that look tidy on paper but messy in practice. Employees bounce between portals, data falls through the gaps, and reward teams end up reconciling the mess. As AI begins to automate more of this work, fragmentation becomes the hard limit: disconnected systems can't generate intelligent outcomes.

What's needed isn't simplicity for its own sake, it's structure that absorbs complexity. An architecture built from connected building blocks – governance, data, eligibility, payments, and reporting – working together so global scale doesn't mean local chaos. Unified systems aren't just efficient; they're the foundation that lets AI work at all.

To make this work, we need systems that excel in three areas: benefits management, engagement, and insights. Management gives you control and compliance; engagement ensures employees know, value, and use what's offered; insights close the loop – showing what's working, where to invest, and how benefits drive retention.

Because even the smartest design fails if no one uses it. Employees can't value what they can't find or understand. That's why access, communication, and analytics need to be embedded, not bolted on. Intelligent systems should make relevance automatic and outcomes measurable.

I know how heavy this work can feel – the trade-offs, the systems that don't speak the same language, the extortionate change fees. But it's possible to build differently. When benefits are managed, experienced, and measured through connected systems, you create something that truly fits.

That's how we move from complexity to clarity. From firefighting to foresight. From benefits that exist on paper – to benefits that truly work everywhere.

Because when the system fits together, everything else does too.

Sebastian Fallert, Co-founder & CEO, Ben



Introduction: Benefits for the Borderless Workforce

Your HQ team rolls out a shiny new parental leave policy.

In Germany, it breaks statutory rules.

In Japan, it drops during Golden Week and no one sees it.

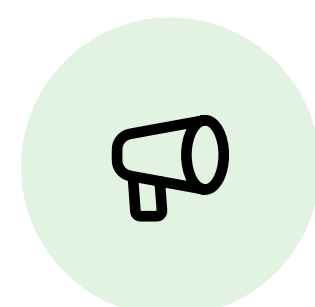
In Mexico, people shrug – they would prefer a ride home after late shifts.

This is the reality of global benefits: not a single problem, but a thousand tiny collisions between culture, compliance, and communication.

The truth is, you probably won't offer the exact same benefits to everyone around the world – and that's a good thing. Embracing cultural differences is what's key to driving engagement.

Global benefits only work when they're built on a solid, auditable baseline – and flexible enough to adapt to local law and culture. Get that balance right and you protect compliance and build loyalty, retention, and belonging. Get it wrong, and you risk wasted spend, disengaged teams, and regulatory pain.

What this playbook covers:



What it means to have a global strategy with local flexibility



Practical ways to close the global benefits engagement gap



Flexible Spending Allowances: what they are and what “good” looks like



Examples of important country-specific benefits (compulsory and voluntary)



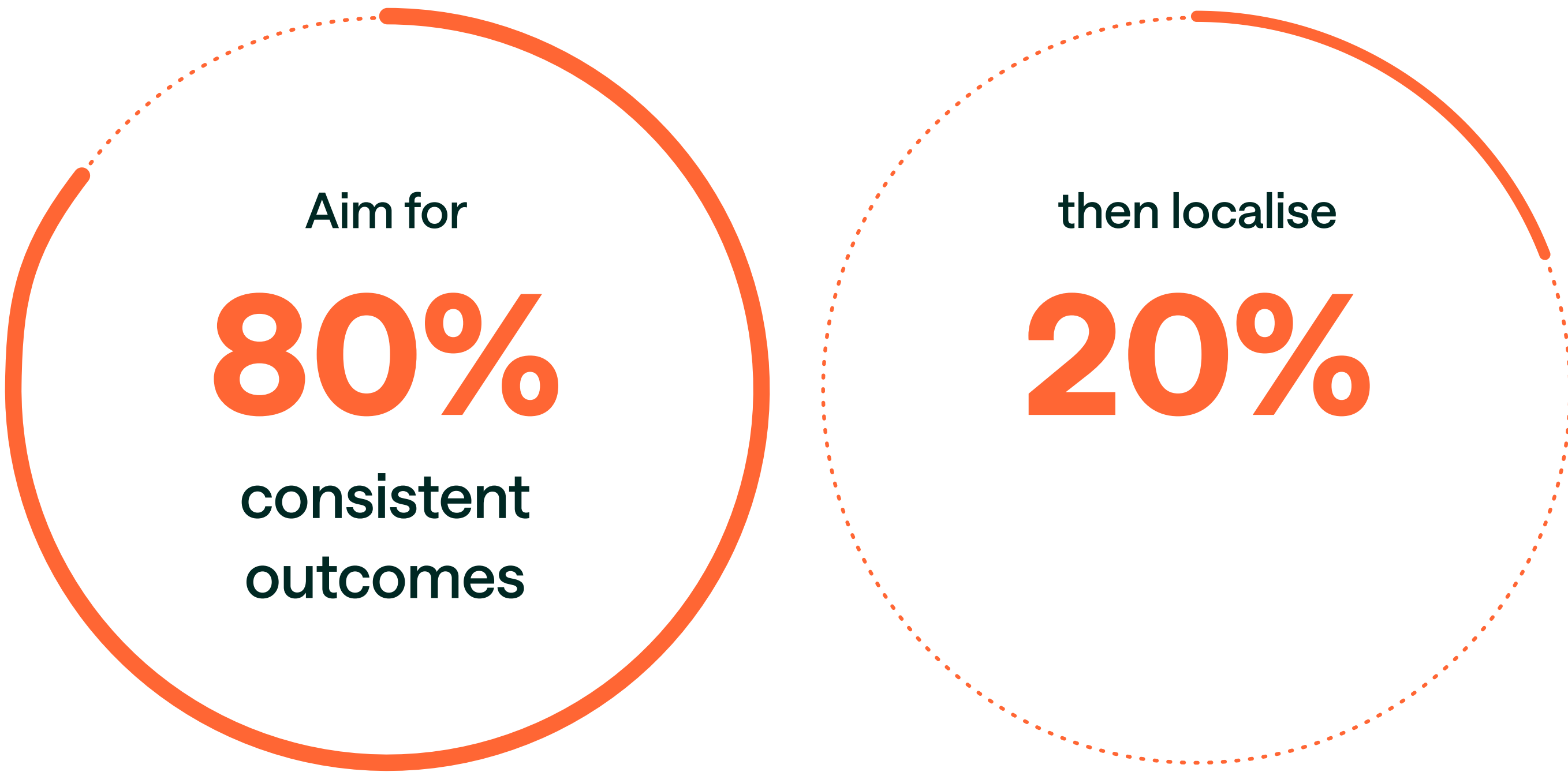
The power of recognition and reward in your employee value proposition (EVP) strategy – creating a global culture of motivation, loyalty, and trust.



Balancing Global Consistency with Local Flexibility

There’s no such thing as a typical workday at a global company. In Finland, it’s not unusual for business meetings to take place in the sauna. In Brazil, colleagues often bring a toothbrush to freshen up after lunch. It’s the same story with benefits: expectations and employment law differ widely. What works at HQ rarely works everywhere else.

Define what must be consistent globally (governance, data, comms patterns), then publish guardrails for genuine local variation.



“Allowing so much customization and bespoke setup for your early countries ends up creating a lot of long-term problems — it doesn’t allow you to scale. The important point is that 80% should be consistent and designed for, and then you allow 20% for customization.”

— Mark Kelly,
Founder at Well Humans Thrive (ex-BCG)



What to keep consistent:

01. Your baseline of global benefits
Employees expect – and many jurisdictions require – essentials such as annual leave, retirement contributions, health insurance, or even (in some countries) a yearly bonus. Local legislation sets minimum coverage and varies by region. For example, across Latin America, 13th month pay (an extra month’s salary) is mandatory; miss this and you’ve broken trust as well as the law.

02. The platform you use to host benefits
Avoid fragmented systems. A patchwork of portals leads to wasted spend, duplicated admin, and opaque reporting. A centralised, intuitive platform gives Rewards leaders governance and employees one reliable place to go.

Key platform functionality for global workforce benefits:

✓ **Payroll reporting**
Your platform should work seamlessly across every location. That means reporting designed to flex with different local requirements, turning complexity into clarity. The result is reduced compliance risk, fewer admin hours, and confidence that your benefits are consistent and reliable everywhere you operate.

✓ **Flexible, multi-currency payments**
A global workforce needs a payments infrastructure that works everywhere. Look for digital cards and reimbursement tools that can fund almost any benefit in any currency – without adding new vendors or complex workarounds each time you expand. Built-in controls, like spend limits or time-boxed allowances (e.g. around religious holidays or wellbeing campaigns), make it easy to encourage timely, compliant use.

✓ **Global marketplace, local flexibility**
Your platform should be provider-agnostic – not locked into a single vendor list. That way, you can curate benefits that reflect local culture and employee feedback: gym memberships in the UK or a Diwali bonus in India. A marketplace model means you can adapt quickly, stay compliant with statutory benefits, and make your EVP relevant in every region.



Adapt Benefits to Local Realities

Global consistency only works if it's paired with local relevance. Employees don't engage with benefits that feel like they were designed thousands of miles away. To build trust – and deliver ROI – your strategy has to flex at the regional level.



Local benefits, beyond the basics

Once the legal requirements are covered, the real impact comes from cultural, religious, and seasonal benefits that matter in each market. In Indonesia, that might mean the Tunjangan Hari Raya (holiday pay). In South Africa, transport stipends for late shifts are a common way to support employee safety. In France, many employers offer Chèques-Vacances, a holiday voucher that employees can spend on travel and leisure. These kinds of benefits show that you understand local context – and value your teams' everyday lives.



Targeted, regional communications

Relevance isn't just about the benefits themselves – it's also about how you talk about them. Your teams in Austria don't need updates about long service leave in Australia, and your London HQ doesn't need comms about transport allowances in Lisbon. Tailoring messages by market reduces the noise and makes each package feel more personal and valuable.

Expert tip

Equity = access parity, not identical spend.

Hold a global promise (e.g. access to health care), then calibrate value by country so people can actually use it – and explain feasibility where law or norms differ.

“When you manage benefits across different regions, equity should be top of mind. The real question is whether employees can reach the care they need in practice. For example, when someone needs specialist treatment or ongoing support, can they realistically access it with the resources we provide in each country? This might take the form of a healthcare stipend, a cash plan, insurance, or something else entirely, depending on the local context.”

— Carl Chapman,
VP of Benefits Design at Ben





Design Benefits That Fit Every Market

A single set of benefits will never work for a global workforce. The challenge is balancing global minimum standards with the realities of each local market.

How to design local benefits

Flex for cost of living

In high-cost regions, targeted support – housing stipends, transport discounts, fuel subsidies – eases everyday pressure. For example, many companies across the Gulf region offer housing allowances in addition to base pay.

Flex for local advantage

Align benefits to what's customary and tax-efficient in each country. This means a cycle to work scheme in the UK and childcare vouchers in Spain.

Adjust for competition in local markets

Some benefits aren't cultural or tax-driven, they're table stakes. In the UK, for example, private health is expected to stay competitive. Benchmark regularly to match local market standards and avoid creating blockers to hiring or retention.

Flex for cultural and seasonal norms

Leave and allowances typically mirror local culture and are defined in law. Differentiation comes from tradition-led extras. Think Chuseok gift baskets in South Korea, a simple seasonal perk that acknowledges what matters locally.

Design for life stage, not just location

Younger employees may value fitness memberships over life insurance; allow choice so different cohorts can choose what aligns with their current situation without breaking guardrails.

Listen, then design

Use employee resources groups and local surveys to surface lived needs and set expectations on feasibility – inclusion is a process, not a checklist.

Measure and Refine for Local Impact

Rolling out flexible benefits globally is only half the job. To make sure they actually land with employees in each market, you need to measure whether they fit – and adapt quickly when they don’t.

Track high-impact benefits in real-time

If company bicycles in Brussels are used daily but fitness memberships in Beijing sit idle, you’ll know where to double down and where to redirect budget. Real-time analytics help you spot these trends early – before spend is wasted.

Pilot, then scale

Global rollouts don’t have to be all-or-nothing. Test new benefits in smaller markets first, measure uptake, and refine before expanding. This pilot-to-scale model lowers risk and builds confidence with both employees and stakeholders.

Audit annually for inclusion

A yearly audit can uncover gaps you might not see day-to-day. Eligibility rules or design biases sometimes exclude groups unintentionally – for example, part-time staff missing out on allowances, or remote teams being left out of region-specific perks. Regular audits keep the for system fair and ensure benefits are relevant to everyone.

“Success in a global company means real flexibility. Creating an international benefits programme requires moving away from one-size-fits-all and recognising cultural preferences, local norms, and regulations. Only then can you build something that works across borders.”

— Nikki Stones,
VP of Marketing at Ben



Implementation tip

Scaling with confidence

Test-drive a global benefits strategy across smaller markets, then scale to new regions when you’re ready. This pilot-to-scale operating model is lower risk (as it’s staggered and easier to manage) and helps you learn what works – faster.



Flexible Spending Allowances for Global Teams

What Are Flexible Spending Allowances?

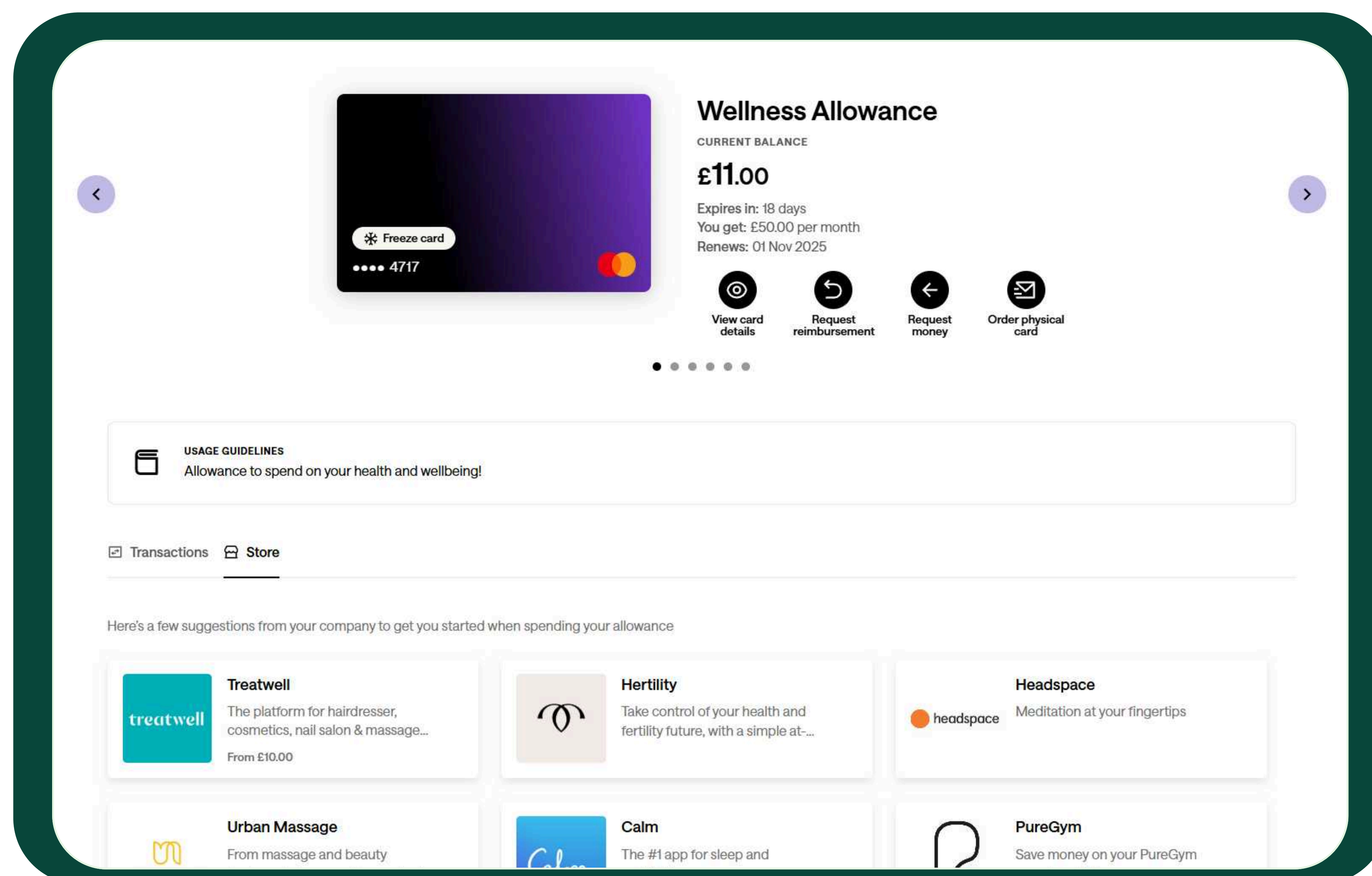
Flexible spending allowances (FSAs) – often called lifestyle spending accounts (LSAs) in the U.S. – are employer-funded budgets that employees can use on a range of pre-approved categories – from wellbeing and learning, to home office setup or green commuting.

Unlike traditional benefits that offer fixed options (e.g. a gym membership or cycle scheme), FSAs give employees the autonomy to choose what's right for them – within parameters set by the employer.

The employer defines the scope:

- What the allowance can be spent on
- How much is available
- How frequently it's issued (e.g. monthly, quarterly, annually)
- Whether it's reimbursed or prepaid via card

At their best, FSAs sit within a broader benefits strategy – complementing core and voluntary benefits while offering flexible, localised value.



A Note on U.S. FSAs vs LSAs

In the U.S., “FSA” typically refers to flexible spending accounts — a specific, tax-advantaged health benefit. To avoid confusion, many employers use the term LSA (lifestyle spending account) to describe these more flexible, lifestyle-focused allowances.

Why They Matter for Global Teams

For global and mixed workforces, FSAs offer a rare win-win:

For the business

They provide a consistent framework that’s easy to scale, track, and optimise – irrespective of region or employee type.

For employees

They enable choice, cultural relevance, and fairness. A mental health app in Berlin, childcare support in São Paulo, or a work from home setup in Bangkok – employees can choose what actually supports their lives.

This flexibility is especially powerful for:

- Mixed workforce companies who want to offer inclusive benefits to both deskless and desk-based teams
- Enterprises navigating global compliance but still aiming for an engaging, equitable benefits experience
- HR and Reward teams who need a scalable solution that cuts down admin while increasing engagement

Why FSAs Work for Global Teams

A world-class FSA programme strikes a balance between flexibility for employees and control for the business. Here’s what ‘good’ looks like in practice:



Globally Consistent, Locally Relevant:

You can configure different allowances by country, region, or employee type – but still manage them all in one place. Spend categories reflect local needs (and tax rules), without reinventing the wheel in every market.



Seamless Experience for Employees

Employees know what they can spend, when, and how. They can access and track their allowance in real time, upload receipts (if needed), and see approval status – on mobile as well as desktop.



Admin That Runs Itself

You’re not buried in receipts, manual reviews, or payroll reconciliation. The system auto-checks eligibility, flags issues, and integrates directly with payroll for accurate, on-time reporting.



Transparent Budgets and Usage

You can view allowance usage by geography, category, and team – so you know what’s working, where to optimise, and what to share with the CFO. No more spreadsheets or budget guesswork.



Built-in Compliance and Controls

Spend limits, categories, and review logic are baked in – so you stay compliant with global tax rules.

Flexible spending allowances are one of the most scalable ways to offer meaningful, personalised benefits to a global team – when the right guardrails, visibility, and automation are in place.

“The power of FSAs is that they bring structure without taking away choice. Employees get the flexibility to spend in ways that matter to them – it’s one of the best models for delivering benefits at scale to global teams.”

— Carl Chapman,
VP of Benefits Design at Ben





Bridging the Engagement Gap

A strong benefits infrastructure is only half the equation. Even the most flexible, scalable allowance won't drive impact if people don't know about it, see its value, or have easy access. This is where many global strategies stumble: not in the design, but in the last mile of delivery.

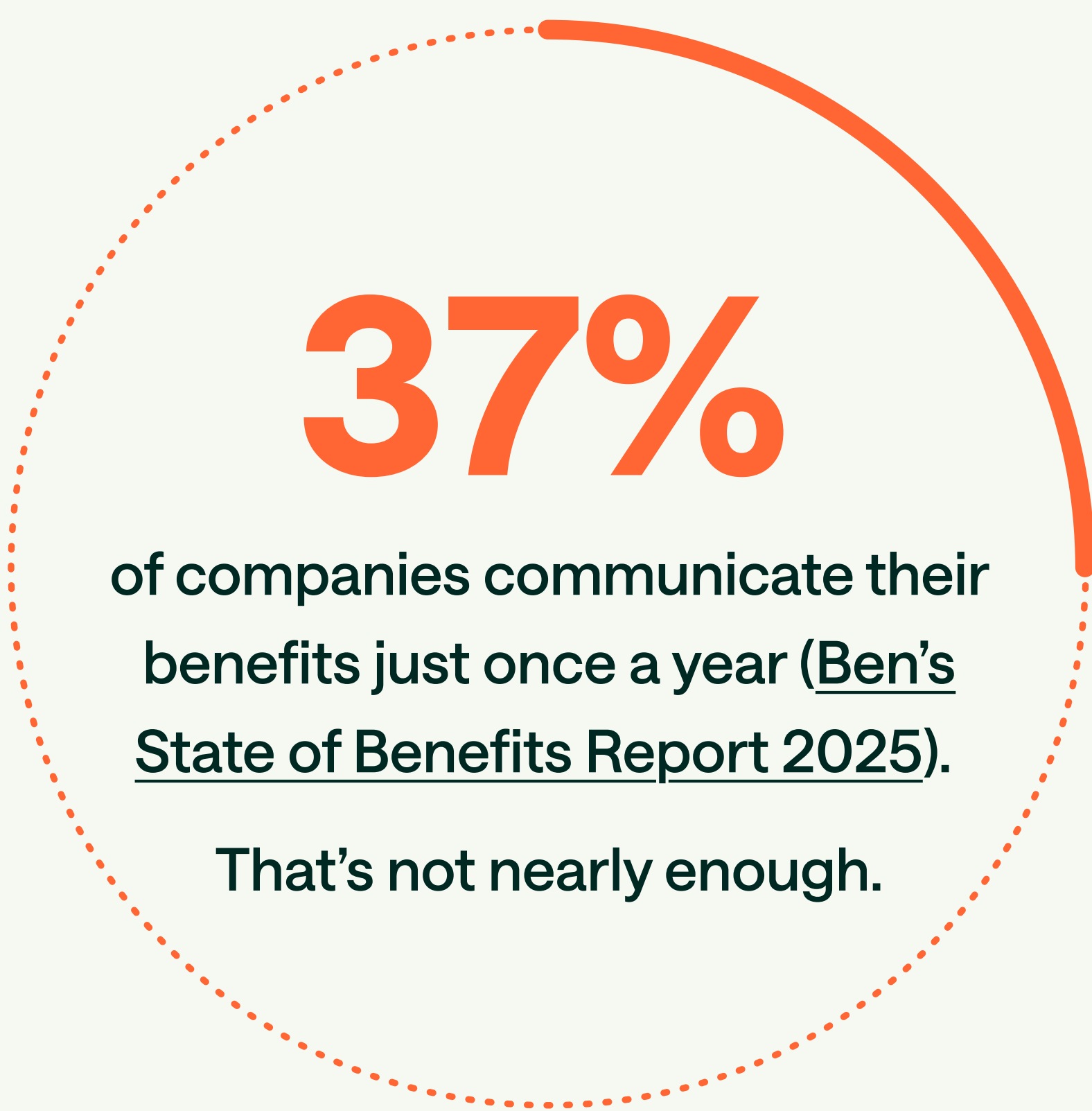
To close this gap, companies need to communicate globally, engage locally, and make access universal – for every employee, wherever they work.

Increasing Awareness of Benefits

The challenge:

Global teams don't all consume information in the same way. Time zones, languages, and communication norms vary, so a message that lands perfectly in Paris might fall flat in Prague.

Remote and regionally isolated employees are at even greater risk of missing out. They're not in offices to see posters or hear town halls. They also lose access to informal word-of-mouth that keep HQ staff up to speed. And when HR and Benefits teams are stretched thin, smaller regions often get deprioritised – leaving employees in those markets unaware of key benefits entirely.



How to boost awareness:



Localise and automate messaging to drive engagement

Segment and automate comms by market, role, or event to make them timely and relevant. Schedule around local holidays and cultural moments to replace generic blasts with context-driven engagement at scale.



Breadcrumb to one central hub

Use every email and Teams/Slack post as a signpost back to a single source of truth, so people always know where to go next.



Communicate more often

Many companies only promote benefits once a year – and 37% still do this today. That's not enough. Frequency drives recall.



Use a multi-channel approach

Don't rely on one format. Combine email, mobile notifications, in-platform nudges, and local champions to ensure coverage everywhere.



Think like marketers

Run live sessions and polls; invite questions early and often – treat engagement as co-creation.

“Think like marketers: what grabs attention, what disrupts a routine?”

— Will Winter-Smith, Halfords



“Employees don’t think in policy categories – they think in life moments”

— Mark Kelly



Measuring awareness

Top metrics to track

Enrolment rates by region will help surface awareness issues, but employee surveys will deliver a clearer picture. Be sure to poll your office-based, remote, and regionally-isolated teams equally to uncover awareness rates.

Make Benefits Relevant in Every Market

Understanding the relevance challenge

Employees disengage quickly when benefits feel irrelevant or confusing. Too often, global programmes are designed through an HQ lens – with offerings that resonate with one country but miss the mark elsewhere.

Relevance starts with findability. Optimise for information retrieval, don’t just broadcast the message you currently want to share: put plain-language answers in one searchable place employees can use at the moment of need.

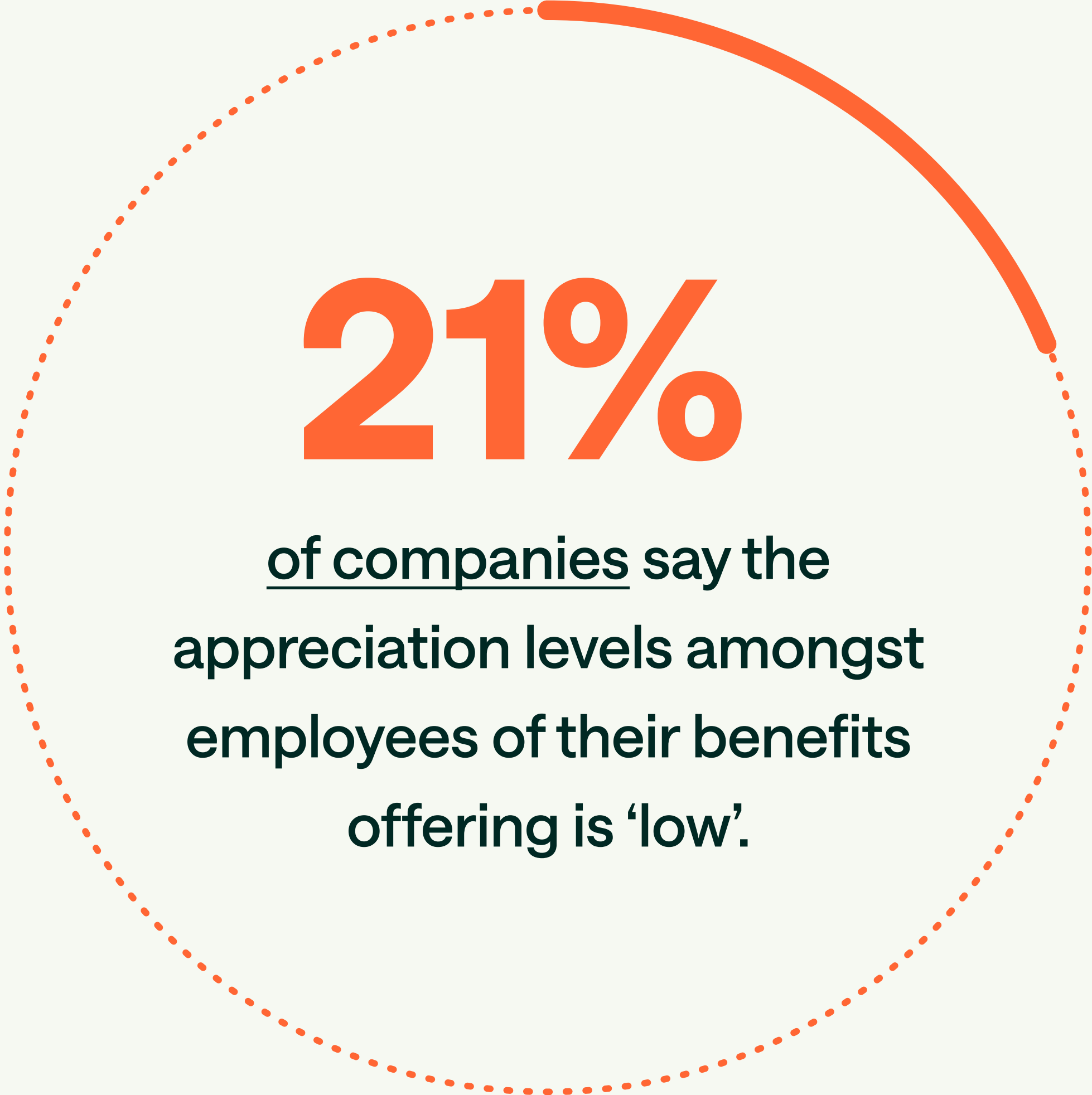
“We’re very good at pushing information... not optimising for retrieval.”

— Joana Viana,

Director of Global Benefits, Eventbrite



The problem isn't just about choice, but also about explanation. If benefits are poorly described or buried in confusing portals, employees may not understand what's available or how it applies to them. Without cultural and personal relevance, even generous programmes fall flat.



How to boost relevance:

- ✓ **Research local needs**
Work with regional HR teams or external experts to ensure benefits reflect local expectations and legal requirements.
- ✓ **Capture employee voice early**
Use surveys and interactive sessions to uncover what matters in each market before designing packages.
- ✓ **Offer personalised recommendations**
Modern platforms can surface benefits matched to location, life stage, or interests.
- ✓ **Simplify discovery**
Features like natural language search (“I need new glasses”) help employees find the right benefits quickly – provided they work across multiple languages.
- ✓ **Use AI where relevant**
Lean on AI for retrieval, summarisation and translation; keep humans for nuanced or clinical topics and local compliance judgement.

Measuring relevance

Top metrics to track

Activation rates are a critical measurement; low activation can signal low relevance and/or low awareness. If your benefits platform has a ‘Favourites’ feature, this is a good indication of how relevant your benefits offering is. It suggests that employees are aware of your benefits (because they’re accessing the benefits platform) and they’re liking what they see.

Ensuring Access to Benefits

Understanding the access challenge

Access is one of the most overlooked barriers to engagement. Deskless workers – nearly 80% of the global workforce – are especially vulnerable to exclusion if benefits are only available via desktop portals. Even desk-based staff can run into problems when access is locked behind corporate networks, outdated intranets, or single sign-on issues.

Language is another barrier: if an employee can't navigate their benefits in their local language, engagement will be low no matter how valuable the offering. And without local HR enablement, employees often face long delays waiting for central teams to fix access problems.

How to boost access:

- **Go mobile-first:**
Make benefits accessible from any phone, anywhere – not just HQ desktops.
- **Provide multi-language support**, but only on accurate content: Offer local-language navigation after fixing policy content hygiene; otherwise you translate outdated answers at scale.
- **Enable local managers:**
Self-serve platforms let local HR teams solve access issues without extra support tickets or delays.

Measuring access

Top metrics to track

Mobile usage and open rates of in-platform communications are good indicators of how easy your benefits are to access. A low adoption rate across the board can signal a wider issue around awareness and relevance.



Strengthening Engagement and Retention with Global Total Rewards and Recognition

Getting employees to use and value their benefits is only part of the EVP equation. To build loyalty across a global workforce, benefits need to sit within a broader strategy that also includes total compensation and rewards/recognition.

When done right, this balance drives motivation, wellbeing, and retention – especially in markets where base salaries may be less competitive. To create a truly competitive employee experience, an organisation needs to provide global access to, and visibility of:



Benefits that are accessible and relevant everywhere

Employees should be able to access benefits wherever they work – mobile-first, multi-language, and with flexibility for local cultural expectations.



Recognition that feels personal and visible

A consistent recognition programme builds a culture of appreciation across borders. In some regions, public recognition (e.g. company-wide shoutouts) lands best. In others, a private 1:1 note may feel more authentic. Offering both ensures impact across cultures.



Transparent total reward statements

Employees rarely see the full picture of their package when data is spread across payroll, pension, and equity platforms. Consolidating everything into a single, mobile-friendly view helps them understand the true value of what they receive – and reinforces the cost of leaving.

69%

of employees would choose one job over another if it offered better benefits.

65%

say benefits influence whether they stay (MetLife 2025)

45%

of voluntary turnover could be prevented through workplace recognition (Workhuman/Gallup, 2024)

How to Put this into Practice

1 . Promote cross-regional recognition

Recognition shouldn't stop at country borders. Global programmes should make it just as easy for someone in HQ to thank a colleague on the frontline halfway across the world. When recognition travels across teams and regions, it builds a shared culture of appreciation that strengthens the sense of belonging for all employees.

2 . Guarantee global access

Reward and recognition and total reward tools should be accessible for all employees, regardless of whether they log in with a corporate email or personal account, via desktop or mobile. This levels the playing field for frontline and remote staff.

3 . Make recognition personal and polished

Recognition has the most impact when it feels genuine and specific. But for managers leading distributed teams – where colleagues may sit in another country, time zone, or function – it's not always easy to know what to say. AI-assisted tools can bridge that gap by suggesting messages that reference an employee's role, milestones, or recent contributions. The result: notes that feel thoughtful and tailored, even when the sender and recipient don't work side by side.

4 . Reinforce retention with transparency

Total reward statements should make it clear what employees stand to lose if they leave – from unvested equity to pension contributions. This visibility is particularly powerful in competitive markets, where retention risk is high.



Making Total Rewards Clear and Accessible

As companies expand into new countries, pay and benefits data often becomes scattered across payroll systems, local benefits portals, and equity platforms. For employees, this fragmentation means they rarely see the full value of their compensation. For Rewards leaders, it means missed opportunities to build loyalty and more exposure to churn risk.

When employees can't clearly see what they truly earn – and what they'd lose by leaving – they undervalue their total package. Transparency and accessibility are the fixes.

1 . Make pay and benefits transparent

Bring together salary, allowances, pension, equity, and benefits into a single, unified view. This doesn't just reduce confusion – it reinforces the value of the total package and makes it easier for employees to compare their rewards across roles, markets, and time.

**“Don't hide what other people are getting in other markets.
Let people see - because that might encourage people to
become a champion for change in that market.”**

— Carl Chapman,
VP of Benefits Design and Partnerships at Ben



2 . Prioritise accessibility for a global workforce

Transparency only matters if people can actually access it. For global teams, that means mobile-first design and multi-language support, so employees can understand their package whether they're in head office or on a factory floor halfway around the world.

3 . Reinforce the value of staying

Total rewards statements aren't just a 'nice to have' – they're a powerful retention tool in any region. When employees see the long-term incentives they'd lose by leaving – unvested equity, pension contributions, or allowances that roll forward – the value of staying becomes clear.

Total Rewards tip

Run a check on how employees in each region currently access their compensation information. If they're relying on PDFs, scattered portals, or chasing HR for details, it's time to centralise. A single, accessible view helps employees understand their value - and gives leaders cleaner data for future planning too.



Measuring What Matters: Reporting & Leadership KPIs

To win stakeholder trust – and future budget – the most effective companies track a blend of access, engagement, spend, and outcomes, segmented by role, location, and contract type.

Access and engagement

Activation and monthly active users

Who can log in, and who's actually returning each month?
Both matter.

Search and discovery

Track top searches and zero-result queries – they highlight where employees get stuck and where benefits content needs improving.

Time-to-enrolment

Measure how quickly employees move from awareness to activation.
Faster enrolments signal strong comms and a frictionless experience.

Recognition coverage

Monitor what percentage of employees are recognised each month – and whether it's spread fairly across regions and teams.

Spend and optimisation

Allowance utilisation

How are stipends and wallets being used by region and cohort?
Unspent balances highlight wasted budget or poorly designed benefits.

Benefit uptake and repeat usage

Measure sustained utilisation over time – repeat activations per user, % returning at 30/60/90 days, median uses per active user, and cohort skew. The goal is to separate launch spikes from habitual behaviour.

Invoice reconciliation

Track error rates and mismatches between provider invoices, eligibility rules, and actual usage. This is often a hidden drain on HR and payroll resources.

Payroll-ready exports

How often are exports processed successfully, and how much time is saved compared to legacy workflows?

Outcomes and ROI

Retention deltas

Compare turnover rates between engaged and non-engaged cohorts.
This is a direct, CFO-ready measure of impact.

Absence and wellbeing

Track changes in sick leave or absence in groups targeted
with wellbeing support.

Manager enablement

What percentage of managers are actively sending recognition or driving
engagement with benefits?

Compensation visibility

How many employees are viewing their total rewards statements – and do
they understand them? Follow up with surveys to check comprehension.

One large, mixed workforce employer that moved to Ben from a legacy benefits platform found that “everyone went out happy” – payroll, pensions, and HR all reported higher confidence thanks to cleaner workflows and better data. That’s the kind of credibility that unlocks C-suite support.

One thing to try today → Create a simple CFO dashboard with five starter KPIs:

✓ **Activation rate**

✓ **Allowance utilisation**

✓ **Benefit uptake**

✓ **Recognition coverage**

✓ **Retention delta**

Review monthly, and iterate quarterly.

“As an employer people can be fairly superficial around the data that they use. How many employees have we got enrolled in our scheme? Great – we've got 6%. Happy – job done. But what does that tell you? Are we driving outcomes? You've got to think why are we doing this and what do we hope to achieve for our employees or their families by offering these programs?”

— John Whitaker,
Global Head of Reward at Workday



“The truest testament of the value of benefit is an employee's experience story. People telling other colleagues ‘wow, my employer provided this, I was able to use this in a moment of need.’”

— Mark Kelly,
Global Health, Wellbeing & Benefits Leader





Building Systems That Scale Globally

Scaling benefits globally isn't just about adding more yet regional providers – it's about ensuring your infrastructure can handle complexity without creating more admin. The right system should make global scale feel seamless.

Here's what to look for:



Global-ready with local guardrails
A platform must adapt to local laws and compliance requirements by default. That way, every market is protected without constant manual checks.



Mobile-first, accessible everywhere
Employees should be able to access benefits on any device, in any country. For frontline and remote staff, mobile access isn't optional – it's essential.



Flexible allowances and payment tools
Support stipends, cards, and reimbursements across multiple currencies with built-in controls. This allows global reach while giving local teams freedom to adapt benefits.



Granular permissions and eligibility rules
Control who sees what based on job, location, or contract type. This avoids confusion and ensures fairness at scale.



Multi-language, multi-channel comms
Employees need to understand their benefits in their own language, delivered through the channels they actually use. Targeted reminders by role or deadline help cut through the noise.



AI-assisted discovery and recommendations
Smart, natural language search and recommendations help employees find the benefits that fit their needs – whether they type “I need childcare” or browse by category. This improves relevance and uptake across diverse workforces.



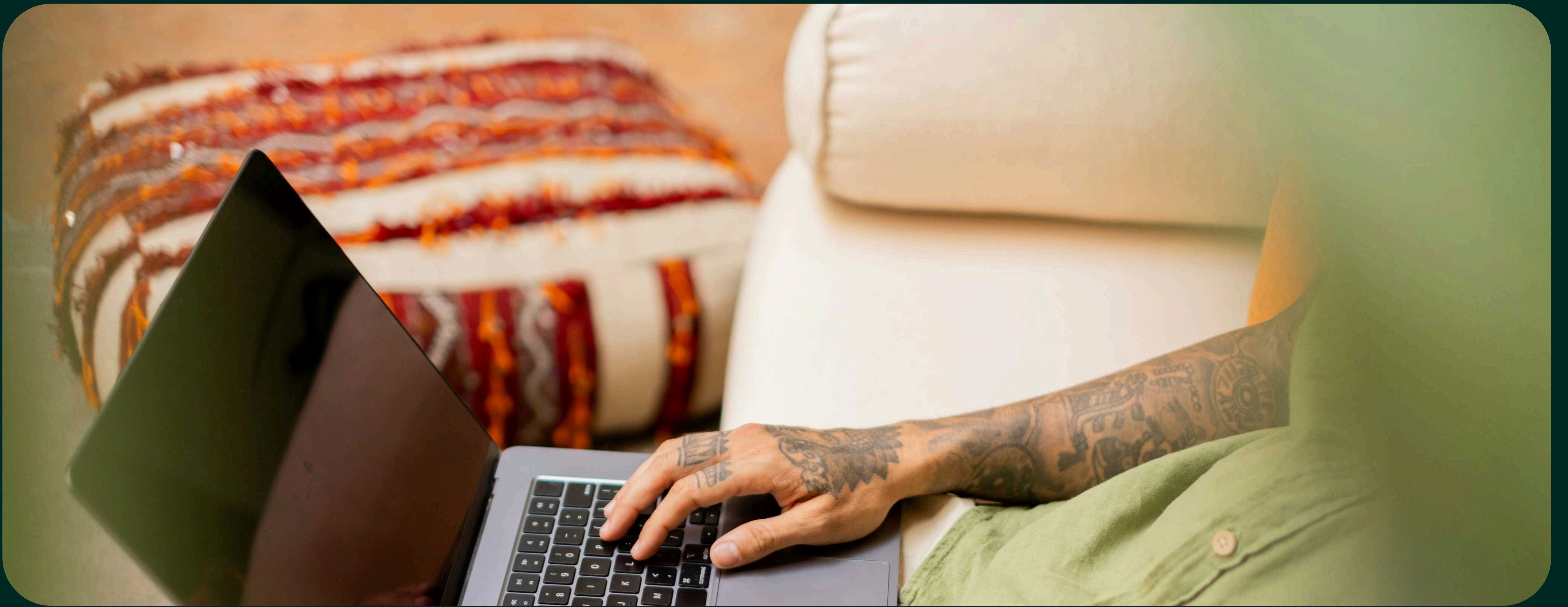
Unified hub for providers
Reduce “portal sprawl” by consolidating all benefits, vendors, and providers into a single platform. This simplifies access for employees and streamlines reporting for HR.



Real-time reporting with payroll-ready exports
Global leaders need confidence in their data. Real-time dashboards and clean exports mean payroll, finance, and HR can operate with the same numbers – without reconciliation headaches.



Integration with HRIS and payroll
Eligibility, enrolment, and costing should sync automatically. Without this, scaling to new countries only multiplies admin and risk.



One-Page Global Benefits Self-Assessment

Scaling benefits globally is complex – but the gaps in your programme are often easy to spot if you know what to look for. Use this quick diagnostic to assess where your organisation stands today. Score each question 0–3 (0 = not at all, 3 = fully in place).

10 Questions to Ask Yourself

- 1 Can every employee access benefits with just a phone and personal email/number?
- 2 Do you target comms by role, location, shift, and life stage?
- 3 Is recognition visible and accessible across global locations and roles?
- 4 Do you offer flexible wallets/allowances aligned to local and cultural requirements?
- 5 Are eligibility rules contextual (job, location, contract type) beyond salary/tenure?
- 6 Are enrolments and changes reconciled end-to-end (provider → payroll → HRIS)?
- 7 Do you match provider invoices against eligibility and usage automatically?
- 8 Do managers get prompts and visibility on how their teams are engaging?
- 9 Do you track KPIs by cohort (e.g. role, region, contract type) - and act on them?
- 10 Can you quantify benefits impact in CFO terms (savings, ROI, payback)?

Turn Your Score Into Action

0–10 (Ad-hoc)

Focus on basics: ensure universal mobile access, introduce simple comms (QR codes, SMS), and start tracking baseline engagement.

11–18 (Standardised)

Strengthen foundations: add contextual targeting, manager enablement, and begin reconciliation across HRIS → provider → payroll.

19–25 (Integrated)

Build for scale: implement flexible wallets, cross-location recognition, invoice reconciliation, and cohort-level analytics.

26–30 (Intelligent)

Optimise with intelligence: add AI-driven nudges, predictive analytics, CFO dashboards, and playbooks for consistent global rollout.

11–18 (Standardised)

Strengthen foundations: add contextual targeting, manager enablement, and begin reconciliation across HRIS → provider → payroll.

One thing to try today → Score yourself. Where are your biggest gaps, and what's the single highest-leverage move you could make this quarter?



Conclusion: A Global Strategy for Real People

Building benefits for a global workforce isn't just about ticking compliance boxes – it's about proving that no matter where your people work, they're seen, supported, and valued.

The most successful organisations don't choose between global control and local fit. They build both into one connected strategy – where baseline standards create trust, and local flexibility creates belonging.

With the right infrastructure, you can launch global benefits that flex without fracturing, scale without losing relevance, and connect your workforce through a single, human-centred experience.

It's time to build a global benefits strategy that's as connected as your business – and as individual as your people.

Because when benefits work beautifully, people do too.

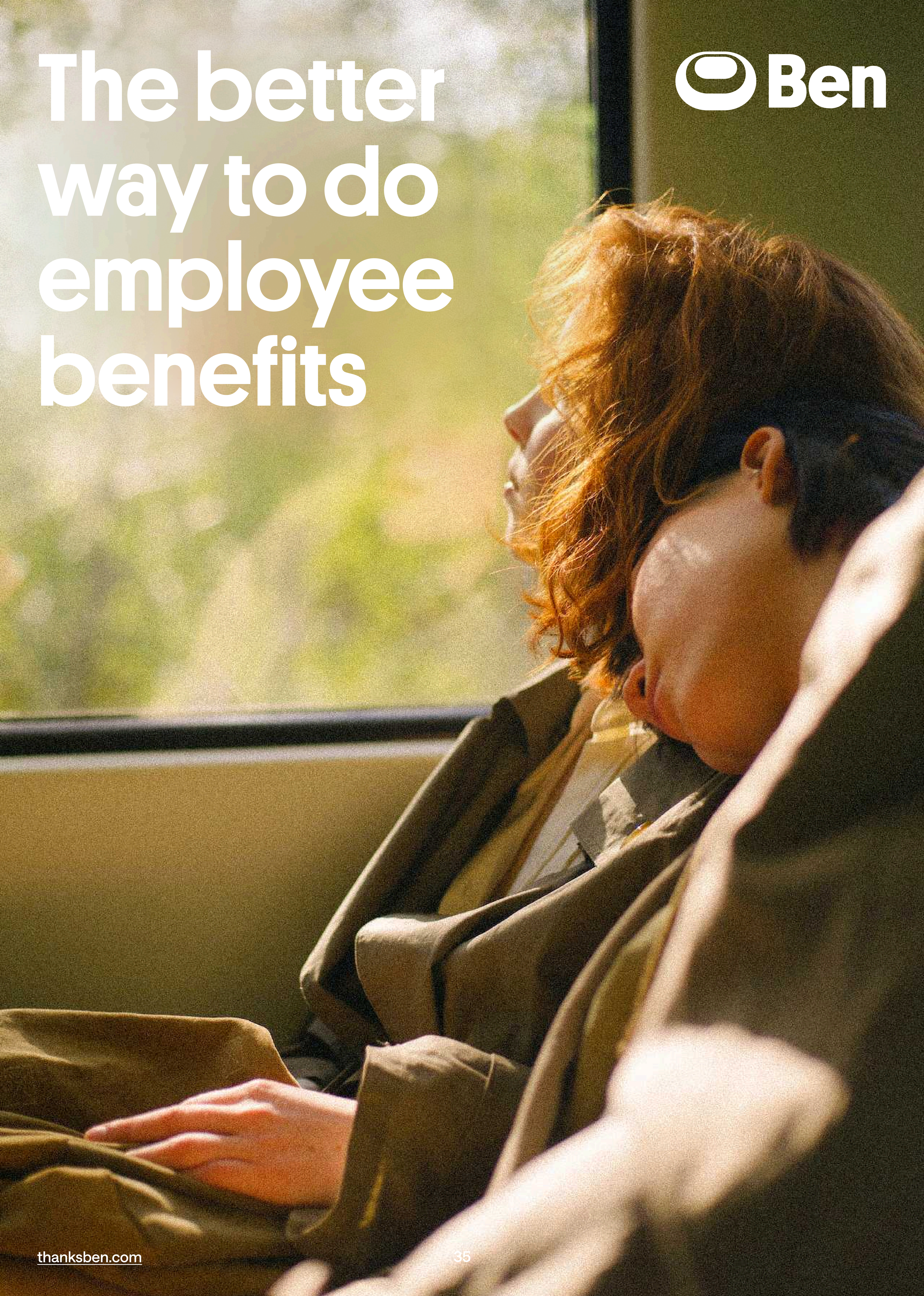
Next step: Bring Your Strategy to Life

If you're ready to connect global scale with local impact, our team can help you design, implement, and optimise a benefits strategy built for a borderless workforce.



Talk to our benefits strategy team to get started.





The better way to do employee benefits



