

Do you know what your employees value?

Would your employees be willing to trade salary increases for lower cost-sharing on health insurance? Is training and career development more important than bonuses? Surprisingly, many employers do not know the answer to this question. The Segal Company can help organizations determine what rewards their employees truly value so that a total rewards package can be designed to suit the needs of employees while remaining cost effective for the employer.

Segal's consultants develop custom surveys designed to collect data on a workforces' satisfaction and understanding of their total rewards package. Segal's employee opinion surveys collect data on employee attitudes regarding all aspects of the Employee Value Proposition, including:

- > Direct financial needs (salary and bonuses)
- > Indirect financial needs (benefits and income protection)
- > Career development
- > Work content
- > Affiliation with the organization

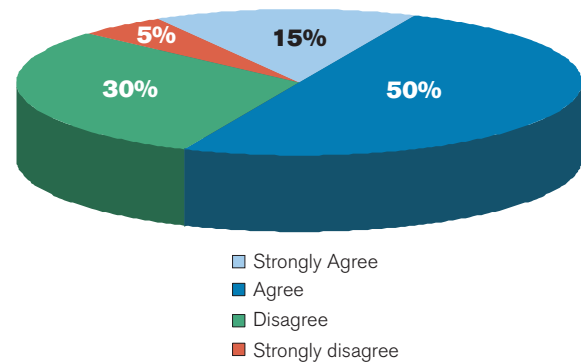
Additionally, demographic information such as age and family status is collected so that we can pinpoint the diverse needs and expectations based on an employee's stage in life, occupation, position in an organization or other considerations.

Surveys can also be developed to poll employee preferences and priorities for plan design changes as well as their perception of the services provided by your carriers and administrators. These cross-tabulated results can be quantified in a straightforward and comprehensive fashion to help redesign the rewards package.

At Segal we realize that in tough economic times, employers are often forced to make tradeoffs. An employee opinion survey can help identify the areas that are of particularly high importance to employees and those areas where employees are willing to compromise.

For example, when forced to make trade-offs, employers could analyze results such as these:

Having Low Monthly Costs for Health Insurance is More Important Than Low Co-payments



Our surveys are devised to solicit the highest response rate possible. Questions are mostly multiple choice and are designed to assess employee attitudes in an uncomplicated, yet effective manner.

Employees complete the surveys either on paper or through a Web site that they access through a unique URL. All responses are delivered directly to Segal for analysis to ensure complete confidentiality and the timely transfer of data.

Periodic surveys are a useful component of the regular maintenance of compensation and benefits programs and also act to provide important information for potential plan changes. Segal's custom-designed approach to employee opinion surveys has helped many clients gauge employee satisfaction so that a mutually beneficial rewards package can be developed.

To learn more about Segal's Employee Opinion Survey Capabilities visit our Web site at www.segalco.com or call Elliot Susseles, Senior Vice President and Practice Leader, at 202.833.6436.

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