



GREAT AT WORK WITH
TEVA



BENIFY CASE STUDY



GREAT AT WORK WITH TEVA

INDUSTRY

Pharmaceutical

NUMBER OF EMPLOYEES

241

LEVEL OF ENGAGEMENT

7 of 10

THE COMPANY

"We weren't just looking for a standard token tool when we approached Benify", reveals Caroline Carrière, Total Rewards Associate Director at Teva; "we wanted an employee portal which was different, which couldn't be bought off-the-shelf. We wanted to really get closer to our staff".

When Benify worked with Teva NL to launch their first employee benefits and rewards portal in Spring 2016, we didn't just discover a company with the usual corporate branding bravado; we discovered a company with a clear disposition to lead, pioneer and do things a little differently from the rest.

This acumen for foresight, together with an intuitive respect for change appears to be embedded within Teva's company philosophy.

Founded in 1901, Teva is now a global market leader within the pharmaceutical industry – and manufacturer of more than 64 billion medicinal capsules each year.

Caroline explained how Teva's intuitiveness for foresight was a stand-out factor in bringing

them to Benify; "When we approached Benify, we were also in discussion with several other providers; however, what we found with Benify, in addition to the technical side, was a team who offered a personal approach. They really dived into local tax regulation from the get-go; we totally bought in to their way of working".

It is clearly evident that Teva is a company which invests much time and energy in engaging their vast 58 000 global employee-base. As part of this strategy, included within Teva's business model, is a dedicated Total Rewards Centre of Expertise. Caroline says how this helps them to remain proactive in increasing employee retention, stimulating growth and increasing their employer branding power; and how Benify are helping them to realise these goals.

"Teva places a very strong emphasis on growth, and we achieve this by being active in driving a strong benefits and rewards program for our staff. Here, we are working to attain a better alignment in our overall approach – and Benify are helping us to do just that. We've already had very strong interest in rolling out the Benify portal to other entities and markets over the forthcoming years".



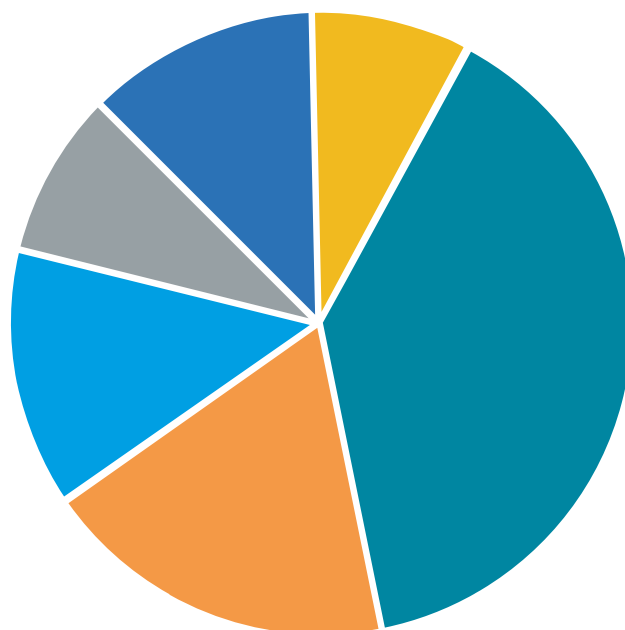
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Caroline Carrière

Total Rewards Associate Director
Teva



MOST POPULAR DISCOUNTS



- Electronics
- Leisure
- Wellness / Attractions
- Fashion / Beauty
- Car rental
- Hotels / Travel

THE CHALLENGE

Teva's decision to work with Benify is part of a greater ambition to implement an employee benefits model on their terms. They were given the freedom to do this through Benify – building a solution “from scratch”.

“We had a clear idea in mind”, points out Caroline, “and we needed somebody to help us develop those ideas. There was also a recent tax shift in how employees could claim employee benefits; on the back of this, we wanted to increase our employee benefit packages, without increasing company expenditure”.

Part of a wider governmental cost-saving exercise, the recent changes to employee benefit tax model means that companies are facing a much narrower scope as to what they are able to offer their employees as a gross-benefit. As a result, Teva instead turned to strengthen its net offerings to its employees.

“Benify were flexible enough to sit and listen to our ideas and then explore the market for potential answers”, reveals Caroline, “and where we found that something was not feasible, Benify were inventive enough to find a creative solution”.

Catering to an extremely international workforce, Teva required a solution which was broader and more expansive than most others on the market. “As many as half of our

employees are non-dutch”, notes Caroline, “and we discovered that the standard model was too uniform and generic, nor did it engage our international employees. Together with Benify, we wanted to build something which would offer them greater choice while still saving us costs”.

Caroline also identifies how Benify's ability to channel Teva's strong ambitions against a daunting backdrop of ambiguous local tax regulations helped them to prevent any hiccups prior to the launch; “we expected some challenges as they are always a natural by-product of this kind of project; therefore, it was more important for us that we had an able and expert implementation team in place to overcome these challenges – this was clearly the case with Benify”.

THE RESULT

Benify launched Teva's Va bene! portal in Spring 2016 and it has proved to be an immediate success in helping to cement Teva's reputation as an employer which really invests in its employees.

“The effects of our portal are still quite fresh, however we've already received really positive-, and quite emotional feedback from our employees”, reported Caroline, “our employees can really feel that we are an employer who listens, and what is more, follows up on the feedback we receive”.

The biggest successes within Va Bene! have thus far been:

- Smartphone & iPad tools
- Pension and financial planning
- Bike benefits

Teva have also recently switched to a new pension plan, and Caroline says that one of Teva's biggest motivations was in “taking away the headache” and making the transition easier for both their employees and HR staff. As well as this offering, Teva now even provide their international employees with effective support for a smoother acclimatisation through an Employee Assistance Plan; as well as easy access to legal, lifestyle and financial advice.

Caroline also identifies the portal as a neat tool with which to realise Teva's health and wellbeing ambitions; “the Benify portal has lent new perspective to our company's health and wellbeing policy” she elaborated, “we now finally have the options and tools to take this to a new level”.

And to the future? “We're not done yet” says Caroline, “right now, our focus is on developing the portal and maintaining momentum over time”.

They plan to do this, together with the support of Benify, by continuing to add new suppliers based solely on employee feedback. “We're very excited and confident that Benify will help us out in a big way there” asserts Caroline.

THE RESULTS OF USING BENIFY

TEVA EMPLOYEE-BASE



241

EMPLOYEES
HOLLAND

58 000

EMPLOYEES
GLOBALLY

LEVEL OF ENGAGEMENT



7 of 10

BASED ON USERS' RATE

FAVORITE BENEFITS

1. BUY ADDITIONAL LEAVE
2. IPAD & TABLETS
3. BICYCLES
4. MY SMARTPHONE
5. AUDIO ACCESSORIES
6. PLAN MY PENSION

TOUCHPOINTS



2 746

BASED ON UNIQUE USERS

