

# HOW TO MAKE YOUR COMPANY STAND OUT FROM THE CROWD

## How a culture of care can win the fight to attract and retain employees

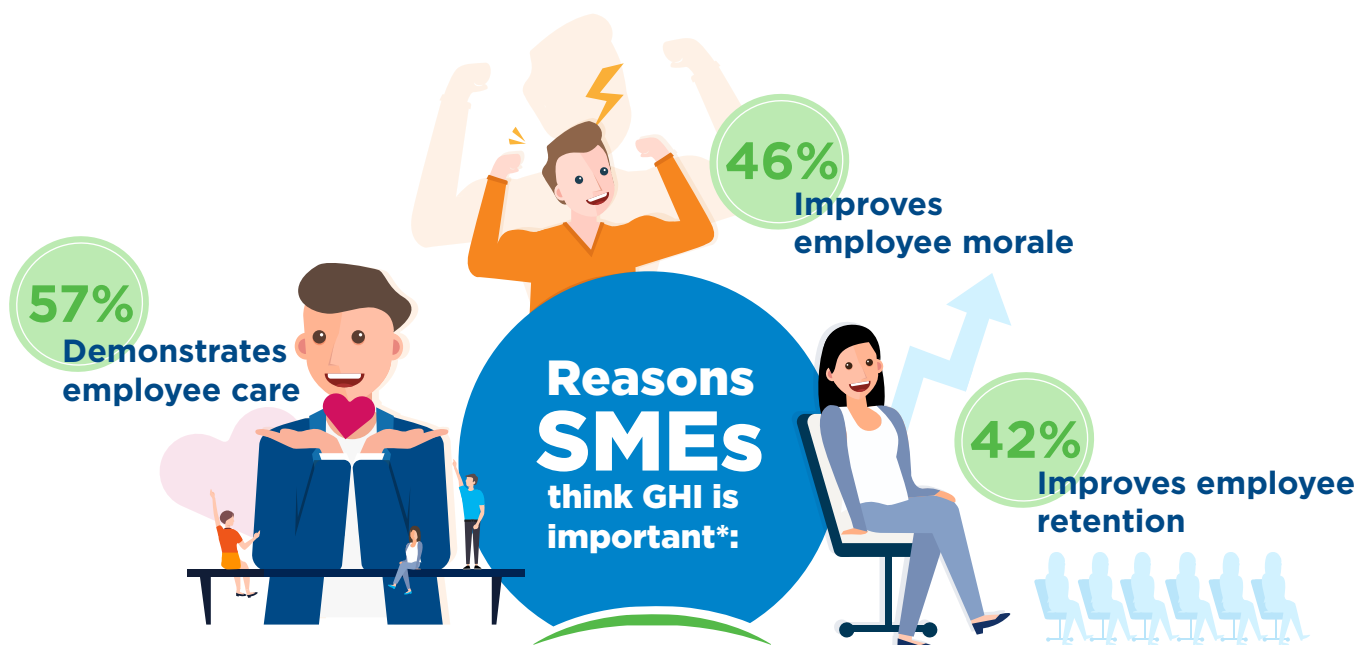
Hong Kong's job market is fiercely skewed in favour of the employee - a surplus of jobs means that employees can easily find a new job that pays more. But fighting to attract and retain top talent on wages alone is not a sustainable battle for SMEs, who can't compete with the big pay checks offered by corporates.

Today's competitive domestic marketplace means that even fresh graduates now expect base starting salaries of HKD \$16,000, or more. And more concerning still, research suggests that competing for talent on dollars alone actually results in higher turnover as rising salary and bonus expectations go unmet, resulting in higher employee dissatisfaction.

The majority of employees expect to receive bonuses annually, and just under half say they'll move on if their expectations aren't met; bonuses that, in Hong Kong's current fiery climate, most small businesses simply can't meet.

As salaries continue to rise, business owners must now seek out sustainable and effective solutions to keep their employees happy, loyal and productive.

## CREATING A CULTURE OF CARE

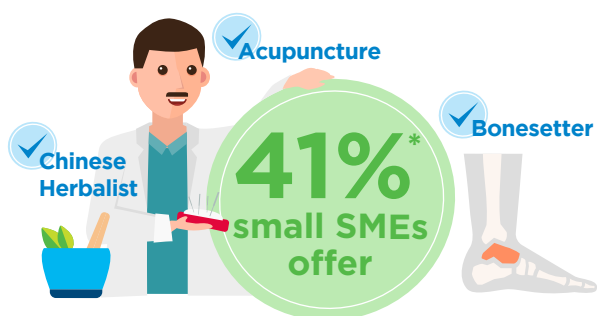


Cigna's research shows that almost half of small businesses are now turning to Group Health Insurance (GHI) to enrich their employee offering, focusing their efforts on creating cultures of care to attract and retain top talent. As a result, GHI is now one of the most common employee benefits, with a growing number of small businesses seeing this cover as a cost-effective way to create a culture of care that retains talent, boosts productivity, elevates morale and encourages a higher quality of work.

## UNDERSTANDING CARE

However, in today's competitive market, basic health cover simply won't do. With more companies now offering health cover as standard, employees consider hospitalization and surgical as well as outpatient cover a standard requirement. To remain competitive, businesses must continue to evolve and improve their employee health cover by determining employee wants and needs and providing coverage and benefits to keep their roving eyes from scanning the classifieds.

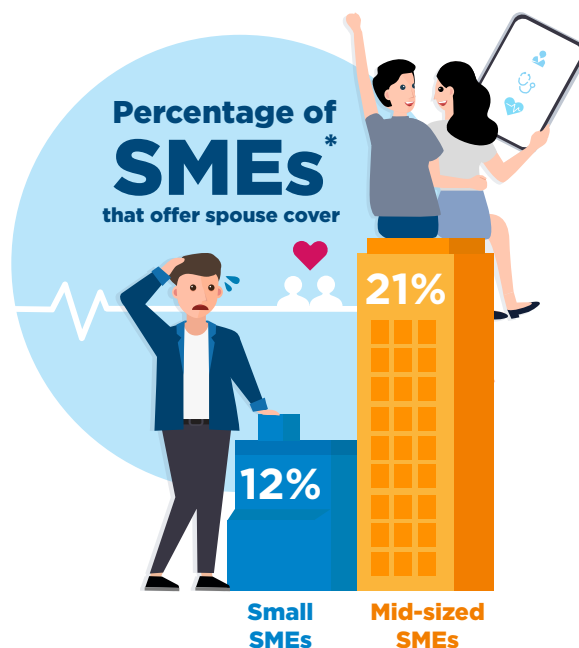
73% of larger businesses, for example, extend health coverage to their employees' spouses as they primarily attract a more mature, married workforce. Helping employees to offset the not inconsiderable costs of their family's medical expenses, answers an important life need and helps to incentivise older, more financially motivated employees to stay put.



In contrast, wellness benefits seem to be what entices younger employees. 41% of smaller business, which mainly attract younger employees, offer acupuncture, bone setting, Chinese herbalist cover and other wellness benefits on top of their basic cover to attract and retain staff.

## CARING FOR THE FUTURE

GHI gives SMEs a unique opportunity to retain employees in the long-term - by utilizing cover to prepare for their employees' future. Currently, over four fifths (82%) of employees in small businesses want spouse cover, but only 12% of SMEs meet this need. This means that employees transitioning into married and family life, have no alternative but to move on in search of health cover that addresses their requirements. By proactively offering cover to meet their requirements at each life stage, companies can prevent employees from moving on.



## THE CARE BATTLEGROUND

If trends continue, competing to attract and retain employees on dollars alone will soon be out of reach for a vast segment of Hong Kong's small businesses. Competing through cultures of care opens up a new battleground for small businesses, one in which Group Health Insurance will become an essential weapon in winning the battle for talent.

To learn more about Cigna CareChoice Group Plan, please visit

[https://www.cigna.com.hk/en/sme/health\\_insurance\\_im](https://www.cigna.com.hk/en/sme/health_insurance_im)

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\* All research conducted by Kantar Hong Kong Limited, August 2019