

TOWERGATE RESEARCH

Strategic insights into workforce wellbeing and employee benefits

How employers are communicating benefits



Communication of Employee Benefits

As the workplace continues to evolve, so too do the ways in which organisations communicate health and wellbeing support to their employees.

The rise of hybrid and remote working has introduced new complexities, making it more important than ever for businesses to ensure their communications are timely, accessible and relevant to a diverse and dispersed workforce.

Against this backdrop, employers are embracing digital tools, increasing the frequency of communication and striving to tailor messages to individual needs – whilst encountering a few challenges along the way.

About the research

This research was conducted among 500 HR decision makers from the UK through online polling, on behalf of Towergate Employee Benefits, by Opinium Research



Hybrid working: a communication barrier – or not?

Employers appear split on whether hybrid working has hindered their ability to communicate health and wellbeing support.

While just over a third (38%) agree that it is now more difficult to reach staff due to home or hybrid working arrangements, a slightly larger proportion (42%) disagree, suggesting that many have adapted successfully to new working models.



“The rise of hybrid working has brought long-standing gaps in benefits communication into sharper focus.

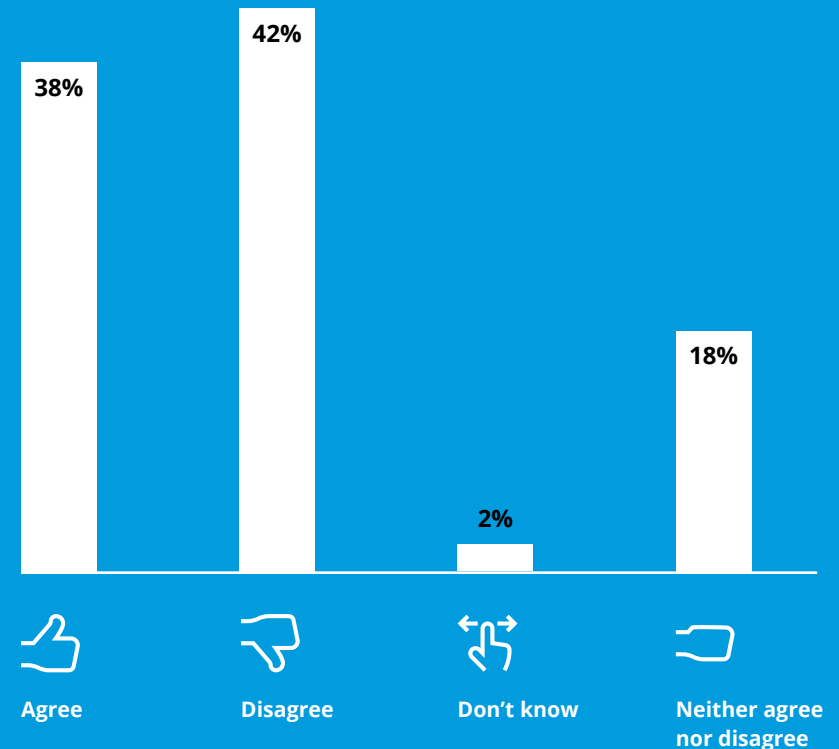
“Today, communication demands a more deliberate and structured approach. Clear, consistent messaging is essential to engage a dispersed but digitally connected workforce.”



Iain Laws, CEO, Health & Benefits,
Towergate Employee Benefits



It's now more difficult to communicate the support we offer our staff, because we have many colleagues working from home all or some of the time.





The shift to digital

There is clearer consensus around the growing role of digital communication.

More than half (55%) of respondents agree that their organisation now concentrates more on digital channels, such as apps and online platforms, to deliver health and wellbeing messages.

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“Digital-first communication has become the default for many employers, not just as a response to remote working, but as a reflection of how modern employees consume information.

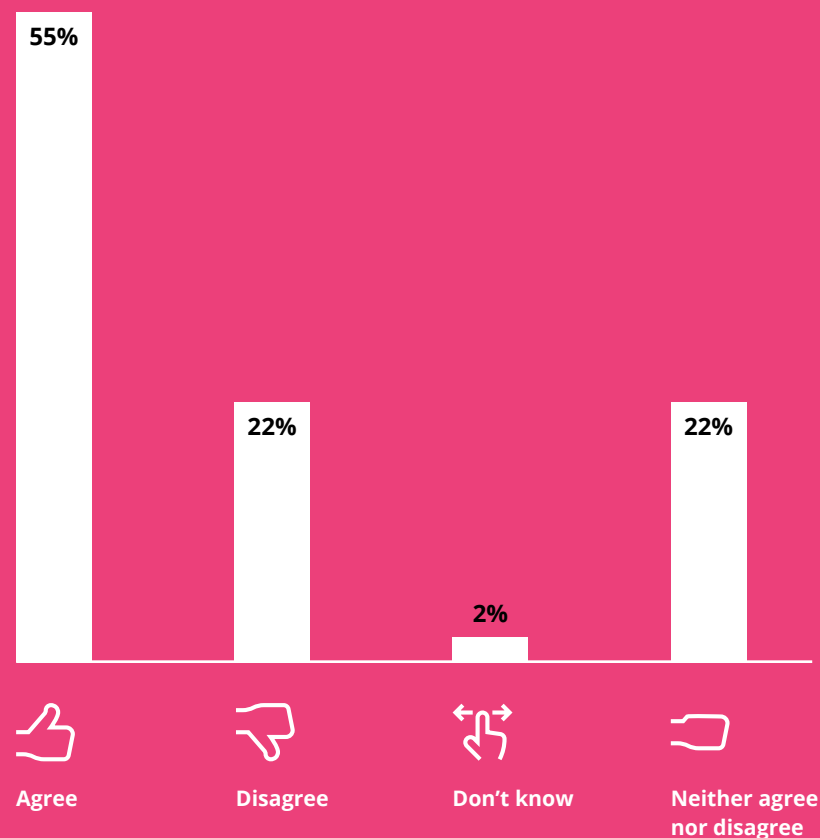
“For benefits engagement to succeed, the experience must feel as seamless and accessible as the apps employees use in their everyday lives.”



Iain Laws, CEO, Health & Benefits,
Towergate Employee Benefits



We now concentrate more on digital health and wellbeing communications, such as via apps and digital platforms.





The challenge of relevance and targeting

Despite this digital focus, many employers acknowledge challenges in tailoring communications effectively.

A significant proportion say they find it difficult to ensure that messaging is always relevant to different employee groups – such as age, role or location – with 43% expressing this concern.



“With increasing diversity across generations, roles and locations, benefits communication must go beyond broad messaging.

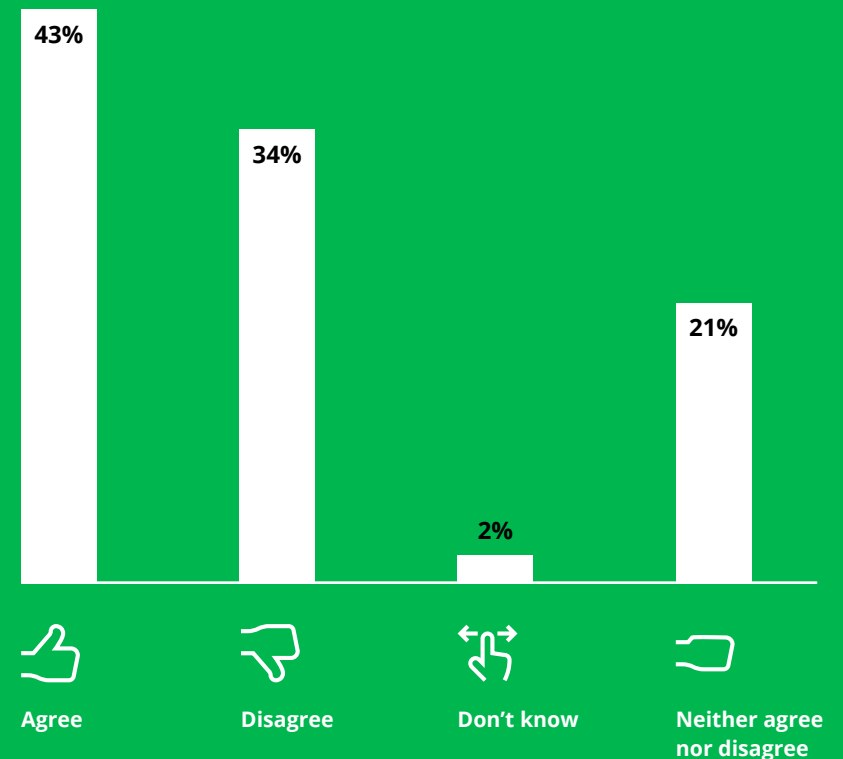
“Employers who can segment their workforce and tailor communications accordingly will be better placed to engage their people meaningfully.”



Kate Kilpatrick, Head of Marketing,
Towergate Employee Benefits



We now find it difficult to ensure communication is always relevant to employees (e.g. being able to target specific messages at specific groups of our workforce).





More regular communication – but not always more effective

Encouragingly, the frequency of wellbeing communication appears to be increasing.

Nearly two-thirds (62%) of employers agree they are now communicating health and wellbeing support more regularly.

However, frequency alone does not guarantee effectiveness, especially if communications are not well targeted or fully understood.

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Communicating more often is a positive step, but frequency alone doesn't guarantee effectiveness.

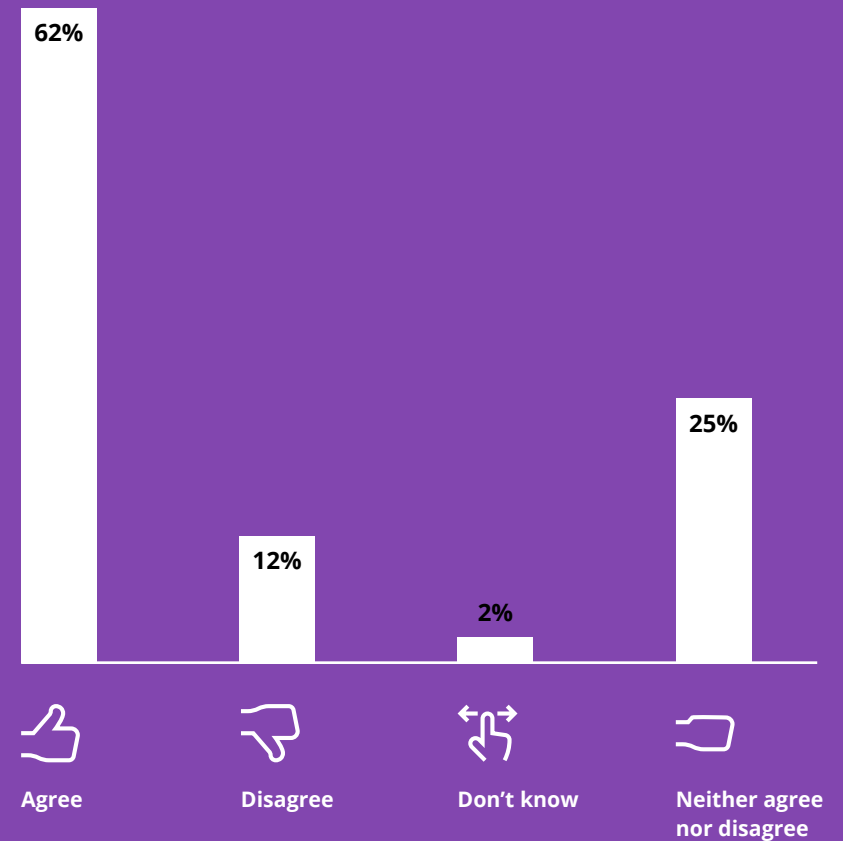
“The real opportunity now lies in making every message count, guiding employees to better understand and make informed decisions about the support available to them.”



Debra Clark, Head of Wellbeing,
Towergate Employee Benefits



We now communicate health and wellbeing support more regularly.



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