

The ROI of flexible benefits



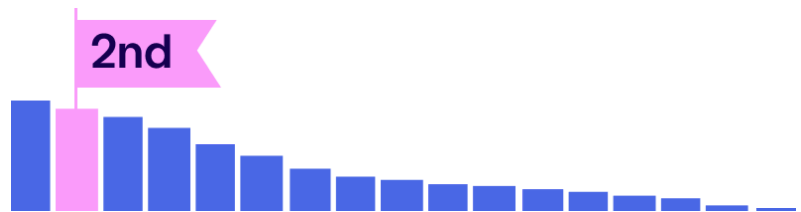
People want choices.

How employees rank benefits in order of importance

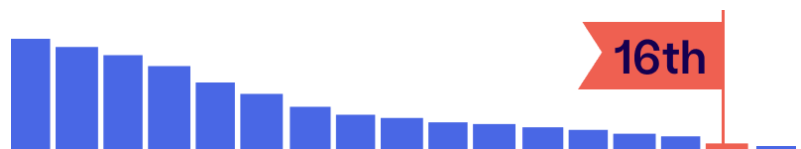
Rank	Benefit
1	401K match
2	Lifestyle Spending Account
3	Food subsidy
4	Health & wellness
5	Extra PTO
6	Home office
7	HSA funds
8	Mental health
9	Financial wellness
10	Learning & development
11	Family & pet care
12	Tuition reimbursement
13	Student loan repayment
14	Dependent Care PTO
15	Fertility
16	No choice: Set by employer
17	Adoption assistance

A conjoint analysis conducted by Forma and Aon proves employees value having the flexibility to choose benefits that matter to them and support their lifestyle. The results show clear ROI and cost efficiency behind flexible benefits and Lifestyle Spending Accounts (LSAs).

Flexibility and LSAs prove valuable.



An LSA ranks 2nd out of the 17 benefits presented, just shy of the #1 spot by a .1 differential.



15 flexible benefits ranked higher than a set benefit chosen by the employer that landed near last at 16 out of the of 17 .

The survey presented 17 benefit options (outside of core medical, dental, and vision) with varied subsidy amounts of \$500, \$1,500, and \$2,500— as well as one, three, and five PTO days. Respondents preferred the highest subsidy and PTO options. Therefore, only the \$2,500 and 5 PTO days are included in the results above.

Customizable spending accounts. **Better benefits.**

Receiving the right benefit can increase the perceived value by



When given the flexibility to choose an LSA delivers



The ROI of flexibility and Lifestyle Spending Accounts

\$1 dollar in a LSA has a perceived value of

\$1.50

Employees choosing an LSA benefit proves to have

\$1,250

of additional value beyond a \$2,500 stipend.

The cost to compete with the top flexible benefits

Averaging the ROI for the top five flexible benefits offer

\$1,088

of added value on top of a \$2,500 stipend.

A company with 1,000 employees offering a set benefit needs

\$1.08M

to compete with the the top options giving choice.



Building the business case for flexible benefits

Use the data in the conjoint analysis to prove the ROI for flexible benefits with a ranking of how employees value flexible benefits and quantifiable data of the added value in dollars.

[Download the report](#)