Utopia Creations Asks Why Companies are Getting It So Wrong When It Comes to Benefits

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After a report found that many UK workers feel that companies are wasting money on benefits they don't want, Utopia Creations has investigated why companies are getting their benefits schemes so wrong, and what can be done to give back to workers.

About Utopia Creations: http://www.weareutopia.co.uk/about-us/

As businesses look to add additional incentives to the workplace to motivate and boost morale in the workplace, it is vital that UK companies listen out to new findings from Recruitment specialist Michael Page. He studied around 1000 UK working adults and found that 64% of participants believed businesses were wasting time and revenue by offering benefits that employees, neither wanted, understood, or used. Worryingly for recruiters who are advertising benefits that individuals don't find appealing, 74% said they would turn down a job, this could mean businesses effectively missing out on the best workers if the balance isn't found.

Sales and Marketing Experts Utopia Creations are urging UK businesses to take the time to assess if their employee benefits offer any advantage to their workforce. Sustainable businesses need to be confident in their ability to attract and maintain a workforce that sets them aside from the competition. Also reducing the risk of losing out on top candidate's due to poorly thought out benefits that deter new recruits.

Utopia Creations are confident that they are in tune with their contracted sales force. From offering practical advantages including tailored personal and professional development programmes. Through in-house product training and free workshops centred around developing key sales and marketing skills, each person is in full control of their advancement opportunities. And to cater for the enrichment of the working environment, Utopia Creations offer many team building activities including nights out, travel opportunities and competitive bonus schemes. The firm boasts a well-rounded, highly skilled, and adaptive team who provide premier representation to their clients. The firm is confident their highly engaging approach meets the needs of millennial workers and offers a sustainable team of brand ambassadors to their clients.

Utopia Creations specialises in a personalised form of direct marketing which allows them to connect with their customers' typical consumers on a face-to-face basis. By encouraging one-to-one interactions between brand and consumer, Utopia Creations can drive long-lasting and personal business relationships between brand and consumer. In turn, this often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Source: http://smallbusiness.co.uk/complicate-workplace-benefits-2538269/

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