

# High-impact benefits to help attract and retain great talent



Help engage your teams and reduce turnover with affordable, easy-to-implement benefit offerings.



Competitive benefits can go a long way in attracting and keeping your best people. Health care, retirement and paid time off are important — but when it comes to nurturing your workforce long-term, those should be a starting point, not the whole package.

This is especially true in the wake of COVID-19, which has exacerbated numerous challenges that impact stress levels and productivity at work. Building a thoughtful package that helps mitigate those stressors can help improve well-being and job satisfaction for your employees whether they're working remotely, in person or both.

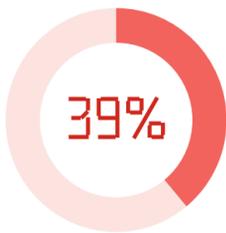


27%

of employees are planning to **change employers in 2021**.<sup>1</sup>

**Want to introduce new benefits that can make a huge difference for your employees?** Explore top challenges to solve for, plus learn about easy-to-implement solutions from ADP Marketplace, a digital HR storefront, that can help.

## Nurturing mental health



of employers have reported a **decline in employee emotional well-being** compared to when the COVID-19 global health event started.<sup>2</sup>



of employees report that **mental health issues have directly impacted their work** during the COVID-19 pandemic.<sup>3</sup>

### The solution:

[Doctegrity](#)

Help encourage physical and mental well-being. Give your employees easy, 24/7 virtual access to certified primary care physicians and licensed mental health therapists, with no insurance required and no copays.



## Reducing financial burdens

Only 49%

of employees say they are **feeling financially well today**, down from 61% two years ago.<sup>4</sup>

29%

of employees say their **financial stress** has been a distraction at work.<sup>5</sup>

25%

of Generation Z employees say that **student loan repayment assistance** would influence their decision to accept a position at a new company.<sup>6</sup>

### The solution:

[Gift of College](#)

Help employees **save for college or pay down educational debt**. Participants can contribute to any 529 education savings plan or student loan account — all integrated with ADP® payroll, and with an optional employer match.

[PayActiv](#)

Offer employees **early access to their earned wages** (at no cost to the employer!) with an easy-to-use benefit that can help reduce financial stress, cover unexpected expenses, improve retention and more.

## Improving overall well-being



57%

of employees feel their **overall well-being** has a **great impact** on their productivity.<sup>4</sup>



35%

of employees feel there is a **lot more their employers can do** to support their overall well-being.<sup>4</sup>

### The solution:

[KrowdFit](#)

Help employees stay active with an all-inclusive wellness and engagement platform that offers weekly cash rewards.

## Making an impact



of Americans say they've **donated to a nonprofit or sent financial aid** to family or friends since the start of COVID-19.<sup>7</sup>



About 7 in 10

Millennial and Gen Z employees say they **have taken action to have a positive impact on their community** in response to the COVID-19 pandemic.<sup>8</sup>



### The solution:

[Modern Giving by Pinkaloo](#)

Help create a **culture of giving back** and offer employees an easy way to contribute to causes they care about, with optional employer matching.

"We were looking not only for something to attract, but also something to create some 'stickiness' with our existing employees. ... [PayActiv] caught on like wildfire."

**Rosi Neil**  
HR director  
Sunnyhill, Inc.

## About ADP Marketplace

With ADP Marketplace, you can create a single system of record to simplify your HR processes, reduce data errors and drive your business forward by spending more time on what really matters: taking care of your people. Explore, try, buy and implement best-of-breed apps and services from ADP® and our partners with the simplicity of single sign-on, single data input and single billing. Visit [apps.adp.com](https://apps.adp.com) to discover benefit solutions for mental and physical health, financial wellness, corporate giving and more.



1. IBM Institute for Business Value, What employees expect in 2021, 2021.

2. Gallagher, COVID-19 Pulse Survey: Sustaining Organizational Wellbeing & Resiliency Through a Crisis, 2020.

3. Lyra Health and the National Alliance of Healthcare Purchaser Coalitions, American Worker in Crisis: Understanding Employee Mental Health in Unprecedented Times, July 2020.

4. Bank of America, 2020 Workplace Benefits Report, 2020.

5. PwC, Employee Financial Wellness Survey, 2020.

6. ADP, Which Health and Employee Benefits Attract Employees?, 2020.

7. Zelle, Consumer Benefit Behaviors, September 2020.

8. Deloitte, The Deloitte Global Millennial Survey 2020, 2020.

\*Availability of solutions varies by ADP platform.

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