


It's Time to Redefine How You Measure Total Rewards Success

Only 50% of companies attempt to **measure the effectiveness of their total rewards programs** on an annual basis, and even fewer adapt their metrics to address changing market conditions. To learn more about the measures of success that matter most today, we recently surveyed 525 total rewards leaders.

Top Five Total Rewards Success Factors

- 1 Competitiveness**
 Across the board, the inability of companies to attract and retain talent is hurting growth agendas. Rewards levels are shifting dramatically, meaning it's time to fully reassess the basic competitiveness of your total rewards programs.
- 2 Employee retention rates**
 Are your employee turnover rates going up? For many firms, the answer is yes. If the changes you're seeing exceed market averages, it's a clear signal your total rewards equation needs to change.
- 3 Employee perceptions of total rewards**
 Do you have a pulse on what your employees want and need in the changing talent landscape? And if you do, are these insights informing your total rewards decisions?
- 4 Employee perceptions of the company**
 Culture, reputation, social responsibility and values drive employment decisions like never before. These factors need to be on your radar and reinforced by your total rewards strategy.
- 5 Ability to attract talent**
 What are new recruits looking for? How efficient is your assessment and hiring process? And what percentage of candidates accept? These are a few simple ways to gauge if your employee value proposition, which includes total rewards, is moving the needle.

Source: Aon Total Rewards Strategy Survey, conducted in March and April 2021 with 525 participating organizations.

 **Ready to dig deeper?** To learn more about this data and Aon's new **Total Rewards Advantage** framework, connect with our team today by visiting humancapital.aon.com/contact-us.

