



# Case study

Penningtons Solicitors LLP

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## The client

Penningtons Solicitors LLP is a commercial and private client law firm with offices in London, Basingstoke and Godalming. It employs in the region of 240 people across all sites. The business is structured into three key business streams: business services, commercial property and private individuals.

## The problem

Penningtons Solicitors LLP published details relating to its corporate benefit scheme on an internal intranet site. The number of employees accessing this information declined over time and it was assumed this was because the site held only generic details rather than those specific to the individual.

Employees were more inclined to divert any questions to the HR department, rather than use the intranet as a source of information. Finally, the information contained on the site became out of date because HR resource was committed to dealing with individual requests, rather than the upkeep of data presented online.

## The solution

Enrich undertook an audit, feasibility and analysis study to fully understand the benefit arrangements in place and how they supported and integrated with business objectives. This enabled Enrich to design a totally unique scheme that fulfilled the following key objectives:

- Communicate personalised benefit entitlements to all employees
- Present this information in a secure environment
- Reduce the amount of HR resource required to manage the scheme
- Streamline the scheme by using a one-stop-shop provider

An online benefits management platform was launched in October 2007. The totally bespoke website was built by in-house developers and designed using the Penningtons' corporate identity guidelines. This ensured a high quality look and feel and seamless integration with existing internet and intranet sites.

This system provided employees with password protected access to information relating to their own entitlement 24 hours a day, 7 days a week, either at the office or remotely.

In order to ensure a successful launch, it was important that all employees across all three sites were informed of the changes to the management of the benefit scheme. Most importantly, the benefits to the employee had to be communicated in such a way that encouraged open interaction, feedback and the opportunity to ask questions. The following communications strategy was undertaken:

1. Presentation and site demonstration at each office location held by Penningtons
2. Email communication
3. Letter posted to home address
4. Drop-in surgery at each office location held by Enrich
5. Annual total reward statement delivered by post

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Following the renewal of the Penningtons scheme, a total of 174 employees actively submitted their flexible benefits online. This equates to 72.20% of the total population who were given access to the flexible benefits website.

In terms of pre-launch resource, four people managed the benefits scheme (two in HR and two in finance). Post launch, this reduced to just one to manage administration and payroll reporting.

## Testimonial

Enrich has implemented and managed our employee benefits solution in a highly effective way. It was important for us to use one provider that could meet all of our needs and Enrich does this, from one location. It has enabled us to remove the inefficiencies we were experiencing and, most importantly, benefit from the cost savings Enrich secured through economies of scale, the processes they have implemented and those that they continue to manage.

We appreciate the focused advice and industry knowledge the team shares with us and the practical solutions that are bespoke and totally relevant for our organisation. Our relationship is based on trust and a desire to drive initiatives that are mutually beneficial.

Tim Wright  
Finance Director  
Penningtons Solicitors LLP

## Further information

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