

L'ORÉAL



BENIFY CLIENT CASE  
L'OREAL



NUMBER OF EMPLOYEES:  
**89,300 worldwide**

INDUSTRY:  
**COSMETICS**

**“Thanks to the online platform, the HR and reward policy of the group has become more transparent and every employee has a clear view on the different elements of her or his remuneration”**

– Martina Heim, Total Rewards Director, L'Oréal

## World Leader in Beauty and Cosmetics

Founded in 1909, L'Oréal is the world's leading beauty and cosmetics brand, and is dominant across 130 local markets in 5 continents worldwide. L'Oréal successfully manages a global portfolio of over 32 household brands including Kiehl's, Lancôme, Maybelline, Biotherm, Garnier and The Body Shop to name just a few.

L'Oréal's global presence creates a workforce which is geographically spread, as well as varied in its demographics, needs and wants. The company has instilled a very performance-oriented culture as part of its employee model, which is acutely reflected in its various compensation and bonus policies, profit-sharing programs and key company benefits.

L'Oréal is a company with vigorous employer brand capital. Over recent successive years, L'Oréal has been listed among the top 50 brands worldwide, as well as, impressively consistently ranking within the top 3 most attractive employers across Europe.

## L'Oréal: Because our employees are worth it

Just 1 year after launching their Benify platform in 2016, L'Oréal picked up the prestigious European HR Excellence Award for its pioneering *My HR Rewards* benefits and total rewards platform.

With their employees spread throughout their headquarters, manufacturing centre and logistical centres, L'Oréal sought a solution which would cater to every one of their employees.

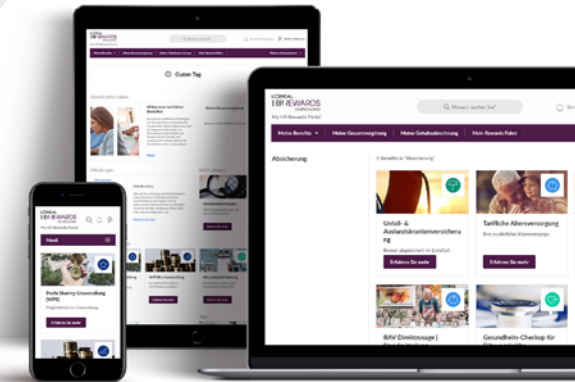
Martina Heim, Total Rewards Director at L'Oréal, explains: *“We wanted to find a way to better visualise and manage our various company rewards programs. We wanted to empower our employees and ensure that each employee had a sound understanding of their available benefits and rewards in a way that was easy to access and engage with. We were able to achieve this through the special technology Benify developed including their app.”*

## Welcome to My HR Rewards

Using cloud technology, L'Oréal's award-winning *My HR Rewards* platform is a personal digital platform that gives each employee the freedom to access and engage with their flexible benefits and rewards anywhere, anytime, and from any device.

**In a survey on job satisfaction and engagement, the vast majority (92%) of employees indicated that benefits are important to their overall job satisfaction.**

Source: SHRM 2018 Employee Benefits Report



## WHAT EMPLOYEES SAY ABOUT MY HR REWARDS

*"I love using My HR Rewards because it gives me a complete overview of my rewards and benefits in one easy-to-use tool not to mention the excellent customer service from Benify!"*

Sabine @ L'Oréal

*"My HR Rewards allows me to use my bonus exchange for L'Oréal's childcare benefits for both of my sons. This is such a great benefit for me."*

Thorsten @ L'Oréal

*"My HR Rewards makes it easy for me to exchange my bonus into my healthcare allowance. This gives me a bigger net-gain from my gross-salary."*

Thomas @ L'Oréal



For Human Resources, *My HR Rewards* seamlessly integrates L'Oréal's HR processes in one sleek, easy-to-use platform. The platform also allows HR to communicate with employees more effectively through a monthly newsletter containing important company news and updates.

For employees, the platform creates a unique personal journey, from digital onboarding and ePayslips, to mobility solutions and flexible benefits, including childcare and healthcare benefits. Employees can gain deeper insight into their salary information, including a clear, visual representation of their total reward, which has resulted in increased appreciation, motivation and engagement.

Martina Heim says that *My HR Rewards* has also helped increase transparency throughout the organisation: *"Thanks to the online platform, our HR and reward policy for the group has become more transparent, and every employee has a clear view of the different elements of her or his remuneration."*

In discovering a new, modern approach to engage their workforce, L'Oréal has been rewarded with more time to strategically focus on the bigger picture such as recruiting, talent management and creating an attractive global and local employer brand.



## Flexible Benefits

At every large organization today, we see four generations working side-by-side. When it comes offering benefits to meet the needs and preferences of each generation, it would be near impossible if it weren't for flexible benefits.

Whether it's the flexibility to choose supplier (e.g. for childcare or health benefits), flexibility to select which pension best suits the individual, or having a flexible budget which allows employees to spend the money according on their own needs (e.g. bicycle leasing instead of car leasing), L'Oréal's flexible benefits model ensures that the benefits offered are, indeed, beneficial.

Best of all, Benify's benefits and total rewards platform efficiently automates the administration of the company's flexible benefits offering.

## Reap the Rewards

In March 2017, L'Oréal, together with Benify, won the European Excellence Awards in HR under the category Compensation & Benefits / Incentives for the successful implementation of *My HR Rewards*.

The European HR Excellence Awards honours outstanding HR initiatives and projects in 26 different categories including Compensation and Benefits/Incentives, Candidate Experience, Career and Recruiting Event, Knowledge Management, Employer Branding Strategy, and HR Analytics.



*“This is an unquestionable quality mark that we should be immensely proud of,” says Angelika Brunner, Country Manager, Benify, Germany. “Our successful recognition is due to our collaborative approach to design a solution that best fits our client’s needs.”*

***“Thanks to the online platform, the HR and reward policy of the group has become more transparent and every employee has a clear view on the different elements of her or his remuneration, on the job mapping level and where she/he is positioned on the market according to Mercer.”***

– Martina Heim, Total Rewards Director, L'Oréal



Want to read more about our satisfied customers and how they use our market leading global  
benefits and total rewards platform?

Explore more customer cases at [www.benify.com](http://www.benify.com)