

Build culture, win with talent

Driving small business success through benefits

Finding — and keeping — the right talent is critical

When it comes to small business success, retaining key employees can be make or break. Employee benefits offer an opportunity to drive business goals by exceeding the expectations of both current and future employees.



One in four small businesses say the quality of recruits applying for their positions is poor.

[MetLife and U.S. Chamber of Commerce, Small Business Index, June 2017](#)

Shift employee perceptions, exceed expectations and surpass the competition

83%

of small business employees agree that having benefits gives them peace of mind for the unexpected

but only

54%

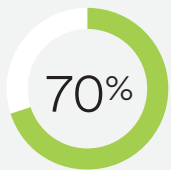
are looking to their employer for more help in achieving financial security through their workplace benefits



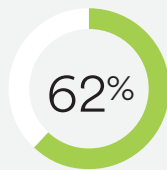
Expand the benefits — not the budget

There are cost-effective options to help you offer broader benefits. It's a great way to help you stand out from the competition and empower employees with protection and resources they may not expect from a small business.

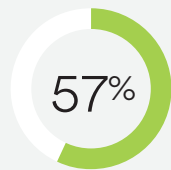
What small business employees want from their benefits



portable benefits



coverage for dependents



their benefits through a single carrier



“We lost 2 employees due to benefits: one had a pre-existing medical condition which our medical insurance would not cover; the other wanted legal insurance coverage which we do not offer.”

— Arnold M., Small Business Owner, Finance

Stay ahead of the competition

Only
14%

of small business owners anticipate making changes to their plans in the future



Take the lead by reviewing your benefits strategy and how it's working to attract and retain employees.

Tap into broker expertise

56%

of small business owners find their broker to be the most influential source on their benefit selection



Continuing to leverage their expertise is the best way to find innovative, cost-effective and competitive benefit solutions and bundling options that are a right fit.

Winning with talent

The right benefits can help the small business owner drive business through increased attraction and retention rates.

Ability to customize my benefits to meet my needs



67%

of employees will be more loyal to their current employer



70%

of employees will be more likely to accept a job with a new employer

Clear communication boosts confidence

Employees need to know how benefits can protect them and what benefits are available. It may be easy to understand the value of benefits that get used more often (medical, dental and vision), but benefits like disability, legal service plans and accident insurance are just as important. The lack of familiarity with these benefits can create enrollment barriers which put employees at greater financial risk.

% of employees who say they understand the following benefits



81%

Medical



78%

Dental



74%

Vision

VS



57%

Disability



54%

Accident



43%

Legal Services

Simple, easy-to-understand information helps employees make informed decisions

Small businesses are over-estimating the impact of their communications.

There's a gap in how many employers and employees say benefit communications effectively educated employees so they can select options that best meets their needs

Employee

52%

Employer

70%



"I have seen a shift in focus, which is dependent on the generation you are recruiting...our focus has become to try and match other competitors in our market with a balance. Our wages stay competitive but our benefits are a notch above. This allows us to attract the "older" generation while at least opening the conversation with the younger crowd." — Troy R., Small Business Owner, Healthcare

The right benefits experience can put a small business out front

A strategic, comprehensive, approach to benefits can add to company culture, giving small businesses an advantage when competing for new employees and maintaining a strong team the business needs to succeed.

[Visit MetLife.com/MyBusiness](https://www.metlife.com/MyBusiness) for more information.

All statistics and data are from MetLife's 15th Annual U.S. Employee Benefit Trends Study unless otherwise noted.