

## ***CASE STUDY***

# ***OXFORD BUS COMPANY***

## **Oxford Bus Company improves staff satisfaction with employee benefits programme**

In a competitive employment market, you need to think beyond big salaries to attract and retain your staff. For Oxford Bus Company, a generous employee benefit scheme proved just the ticket.

Attracting and retaining the best talent can be a struggle, especially for small businesses in competitive industries.

This was the challenge faced by Oxford Bus Company. The transport provider knew that it would take more than money to retain its talented workforce and attract new drivers. It also knew that other companies have found benefits programmes made 75% of their employees more inclined to stay<sup>1</sup>. So, it set out to develop one that would make it an employer of choice in the local area.

<sup>1</sup> <https://caboodle-technology.co.uk/statistics-employee-benefits-alternative-pay-rises/>

## Background



Oxford Bus Company wanted to give its employees something unique and genuinely useful. It envisioned top-rate benefits that could be accessed from a single platform, so it was as easy as possible for staff to take advantage.

The company realised that if benefits were available to drivers both in work and in their free time, they were more likely to embrace the scheme. So with this in mind, it used a simple, modern and personalised application to offer a range of benefits with anywhere, anytime availability.

## Process



With the new employee benefits scheme, Oxford Bus Company gave all its employees the opportunity to make their pay go further – saving them up to £1,000 a year. It also introduced a “Star of the Month” initiative, where staff can now show their peers recognition for going above and beyond.

The scheme not only gives people useful benefits, but also explains each one in a simple, jargon-free way – enabling staff to make the most of everything they’re entitled to.

Up to

**£1,000**

a year saved  
by Oxford Bus  
Company  
employees

## Outcome



Since it was launched, 41% of the bus company’s employees have taken advantage of the employee benefits platform, with many using a wide range of the benefits on offer.

Building on its initial success, Oxford Bus Company now wants to offer an employee benefits app to each member of its staff, to make the scheme accessible and available anytime, anywhere.

**41%**

of employees  
use benefits  
platform

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