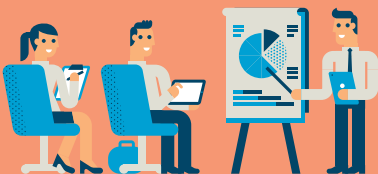




## QUALITY OF LIFE: a big asset for small business leaders



BENEFITS AND REWARDS SERVICES

**sodexo**  
QUALITY OF LIFE SERVICES

**4,800** leaders of Small and Medium Enterprises (SME)\*  
interviewed in seven countries revealed

### HOW QUALITY OF LIFE BOOSTS SME'S PERFORMANCE



SME leaders are true believers in the value of Quality of Life...

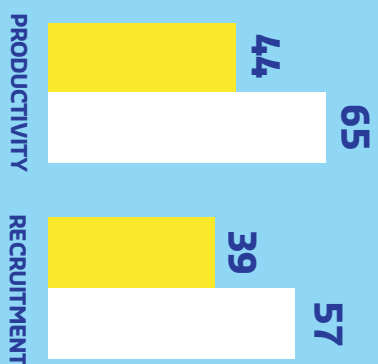
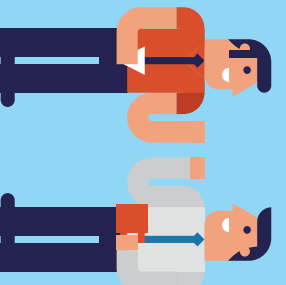
... And its many business outcomes

They report daily and direct results!

AN AVERAGE OF  
**5.2**  
ACTIONS IMPLEMENTED

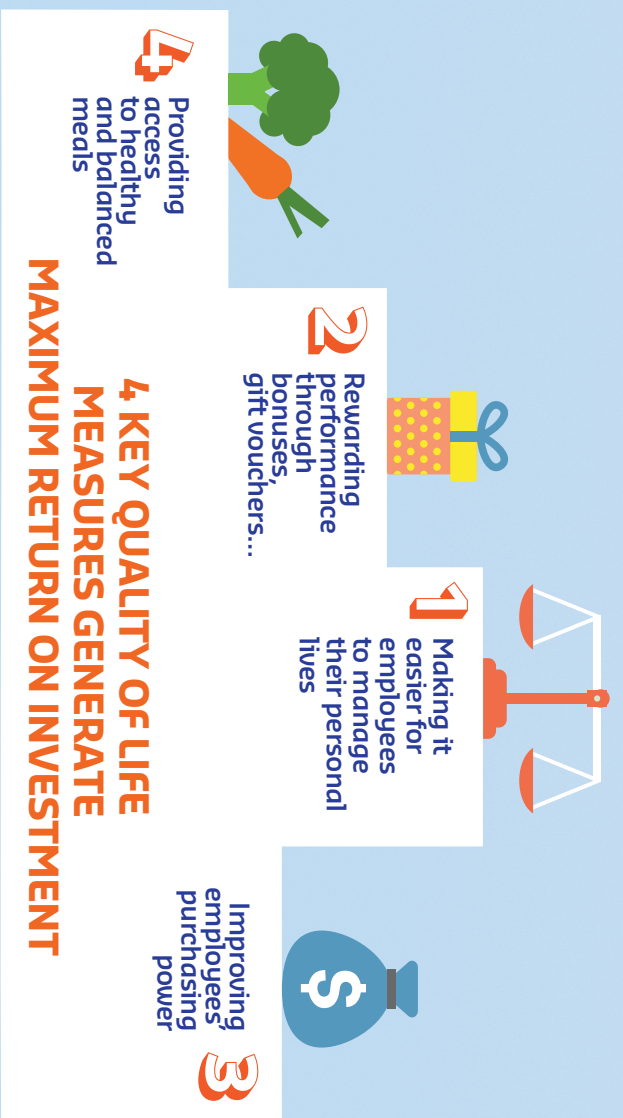
**91%** Better atmosphere at work  
**86%** Higher productivity  
**76%** Improved employer attractiveness  
**70%** Increased financial turnover

As more measures are introduced, SME leaders notice improvements in **employee productivity, ease of recruitment, financial turnover and even reputation.**



● 1 to 3 measures  
● 8 to 10 measures  
● % of SME leaders who noticed an improvement

### THE MORE COMMITTED, THE BIGGER THE RETURNS



Investing in Quality of Life is trending among SMEs

On average, SMEs leaders are considering implementing

## 3 MORE ACTIONS

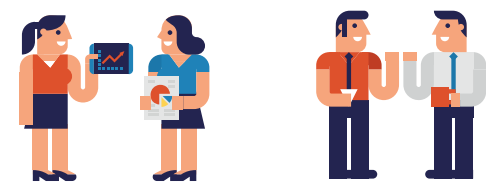
Notably, WITHIN TWO YEARS :

- +19 pts** Health insurance
- +17 pts** Purchasing power
- +15 pts** Bonuses and voucher
- +11 pts** Helping employees stay fit

\*Sample of 4,805 business leaders, representative of the 10-to-100-employee companies population. Interviews were carried out during the second half of 2015 by telephone by TNS Sofres in seven countries (Brazil, Chile, France, India, Mexico, Romania and Turkey).

When it comes to attracting and retaining talent, small and medium enterprises (SMEs) often end up in the role of David against the corporate world's Goliath. On paper, the higher revenue of larger businesses often translates into higher salaries, more generous benefits packages and increased job stability. However, the more agile structure of an SME can allow for quicker reactions and more tailored Quality of Life solutions in the workplace—and **that is a clear advantage.**

As a key partner of SMEs around the world, Sodexo Benefits and Rewards Services is committed to understanding their daily challenges as well as the role that Quality of Life in the workplace plays in resolving these issues. This year, we launched a major study, interviewing **more than 4,800 business leaders in seven countries** (Brazil, Chile, France, India, Mexico, Romania and Turkey) – and the results are very telling. Our research unveils **the most effective Quality of Life levers that SME leaders can use to attract and retain talent and ultimately boost performance.**



## BOOSTING EMPLOYEE QUALITY OF LIFE, A WINNING HR STRATEGY FOR SMES



### > Human capital tops SMEs' list of concerns

In order to compete with big business, smaller organizations must hone their ability to address the more human aspects of management. According to SME leaders around the world, **four of the top challenges they face involve HR issues**; namely recruitment, retention, training and absenteeism.

### > The SME advantage

While degrees of concern vary from one country to another, addressing key Quality of Life issues can provide SMEs in any country with a competitive edge over big business. SME leaders firmly believe that **their companies perform as well or better than large corporations in key**

**Quality of Life aspects.** For example, 63% of SME leaders believe they offer a better work atmosphere and foster more cohesion between teams than their big business competitors, and 56% feel they are better at recognizing employee performance.



**“Every SME that we have crossed paths with talks about the difficulties they face in order to recruit and retain employees. This study confirms that Quality of Life in the workplace is a key lever that can help SMEs take the lead in the ever-competitive race for top talent.”**

**BRUNO VANHAELST,**  
Senior Vice President Marketing,  
Strategy and Sales Development  
of Sodexo Benefits and Rewards Services



## TAILORED QUALITY OF LIFE INVESTMENT

### > Increased Quality of Life measures, increased return

One key finding that emerged from the research was the correlation between SMEs' investment in Quality of Life measures and the level of returns as a result. In short, all SMEs reported that **the more they invested, the greater their return** – including improved employee retention and productivity, stronger recruitment and higher financial turnover.

### > A trending topic among SMEs, today and in the future

Across the world, **the majority of leaders have implemented at least one action to develop the Quality of Life** within their companies. SMEs are investing in a range of Quality of Life measures such as equipment, workspace and events—and this trend is forecasted to continue in the

future. On average, SMEs plan to implement three actions within the next two years, with a specific focus on increasing employee **recognition through bonuses and gift vouchers**, as well as supporting health and well-being by providing broader health insurance, helping employees keep fit and improving the work-life balance.

### > Tailoring investments to achieve desired outcomes

The investment in Quality of Life measures can be tailored to respond to companies' desired business outcomes and can be adapted to any budget. For example, **98% of Brazilian leaders** who invested in measures that simplify the lives of employees **reported an enhanced general work atmosphere**; while in India, **99% of leaders reported a drop in absenteeism** after implementing **recognition measures**. Once a company identifies targeted areas of improvement, they can invest accordingly in Quality of Life measures.

## REAPING THE REAL BENEFITS OF QUALITY OF LIFE



### > True believers in the value of Quality of Life

The majority of SME leaders surveyed understand the importance of investing in the Quality of Life of their employees, having already implemented an average of **5.2 different initiatives to support Quality of Life in the workplace**. Five of the countries surveyed showed relatively similar levels of engagement, while Turkey and India fell slightly below the overall average.

### > Several initiatives, even with a limited budget

Although SMEs may not have the vast resources of a large company, they can still implement several Quality of Life initiatives. The two most popular measures highlighted in the survey revolve around **providing the necessary equipment to streamline work and creating a pleasant atmosphere**. For the moment, while initiatives that help employees maintain a healthy

work-life balance or stay fit are implemented less frequently, managers plan to integrate these types of actions in the future.

### > SMEs are convinced that Quality of Life boosts performance

SME managers in the seven countries surveyed recognize the correlation between Quality of Life and performance. In particular, they identify **employee recognition** as the most effective Quality of Life driver. An overwhelming majority (95 percent) of SME leaders believe that valuing the efforts of their employees and recognizing them for a job well done is the most effective measure to **increase company performance**.

### > Real and diverse business outcomes

On top of improved performance, SME leaders also listed a range of business outcomes as a direct result of investing in Quality of Life. Across the board, managers cited a positive working atmosphere and improved company reputation as a result of their investment. An additional **70% even linked increased financial turnover with implementing Quality of Life measures**.



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