COUP DE POING

THE PRACTICAL WHITE PAPERS

Benefits Programme: Building Lasting Utility

A white paper to choose the right offers, simplify access, and manage usage. Includes a partner selection grid and a launch roadmap.

DECIDE. ALIGN. ACT.

Method, workshop and launch checklist

A working document for your next team workshop.

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Your working framework

- A club's value comes from its usefulness, not the number of offers.
- The final price and terms must be immediately understandable.
- Repeated use and incidents inform catalogue decisions.

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01 Start with Life Moments

A large catalogue can leave members indifferent. Ask several profiles about the expenses, services, and experiences that truly matter to them. Distinguish between a one-off desire and a recurring need. Also, document any obstacles: offers that are too far away, poorly understood restrictions, or overly lengthy processes. A diverse panel is better than a list of the project team's preferences.

• Choose three priority needs and provide proof of utility for each.

• Identify audiences underserved by existing offerings.

02 Choose a simple promise

Define what the programme provides between two purchases or two interactions with the brand. A savings-focused promise requires transparent terms and comparable offers. A service promise requires actual availability. Avoid theoretical savings calculated from reference prices that the user never encounters.

• Write a verifiable promise and clearly define its limitations.

• Define the programme's role in the relationship with the brand.

03 Select partners using a grid.

Evaluate relevance to your target audiences, geographic coverage, exclusions, mobile experience, and support. Compare the final price, not just the discount percentage. The exclusivity of an offer must be explainable. Establish a withdrawal procedure for when a partner degrades service or fails to meet their commitments.

• Rate each partner on usefulness, accessibility, and reliability.

• Actually test the purchase or activation before promoting the offer.

04 Make access almost obvious.

A single login can facilitate access if identity and rights are trusted. Plan for the first login, loss of access, and change of circumstances. On mobile, the eligibility requirement, final price, and next action must be visible without searching. Communications do not compensate for a failed login.

• Measure access failures and support requests.

• Test the user journey with someone new to the programme.

05 Develop engagement based on usage, not just the calendar

The initial visit should help users find a relevant offer. Subsequent follow-ups can be based on stated preferences and authorized usage. A helpful message contextualizes the benefit, its conditions, and its duration. Avoid sending the same promotion to all audiences every week: the frequency should remain justified by the value provided.

• Prepare for onboarding, first use, and feedback after inactivity.

• Set a contact frequency and respect recipients' choices.

06 Measure usefulness and reliability

Distinguish between eligible individuals, activated accounts, active users, and offer beneficiaries. A page visit does not constitute a realized saving. If you display a saving, specify the method, scope, and available data. Also track refusals, cancellations, and complaints, which reveal discrepancies between promise and experience.

• Document the denominator of each metric.

• Relate repeat usage, satisfaction, and incidents by offer category.

07 Develop the catalogue methodically.

With each review, identify useful offers, those lacking visibility, and those that disappoint. Before removing a rarely used offer, verify its accessibility and relevance for a minority audience. Test a new selection over a defined period. The goal is a coherent set of benefits, not endless growth in the number of partners.

- Decide whether to keep, improve, test, or remove each priority offer.
- Appoint the person responsible for monitoring and schedule the next review.

08 Your benefits programme planning workshop

Bring together the decision-makers, those who use the system, and a representative from the target audience. For each topic, document a decision, a responsible party, and the remaining issues to be resolved.

Subject	Work session	Expected deliverable
Target audience	Identifying eligible individuals and their eligibility requirements.	Test profiles covering sites, mobility, and equipment.
Responsibilities	Distinguish between employer, Works Council (CSE), funders, and operators according to the scheme.	A scope and allocation framework validated by the relevant managers.
Offer	Select benefit categories based on needs and usage.	A selection process with conditions, availability, and support channels.
Experience	Test login, search, booking or ordering, and support.	A complete learning path and a prioritized list of corrections.
Management	Define repeat usage, satisfaction measures and the costs included.	An aggregated dashboard that highlights improvements without exposing individual usage patterns.

09 Pre-launch checks

• A new beneficiary joins the service and immediately understands what is being offered.

• A person without regular computer access completes the process on the designated equipment.

• An offer clearly displays its restrictions before confirmation.

• A difficulty accessing or ordering is directed to the appropriate contact person.

• Leaving the eligible population modifies rights according to the defined rules.

10 Prioritize improvements after launch

Start with access barriers and service incidents, then examine underutilized offers. Combine aggregated data and feedback from user journeys to distinguish between lack of visibility, unsuitable conditions, and lack of interest. A useful review leads to a few assigned actions: correcting a screen, simplifying an explanation, replacing an offer, or training a liaison. Monitor their impact on the next measurement cycle.

Your next decision

Priority action:

Owner and review date:

Evidence required:

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