everywhen

MARKET RESEARCH REPORT JULY 2026

Employer perspectives on workforce health and benefits

Chapter 3

Using insights to strengthen benefits strategy

A clearer view of what works

Understanding how employees engage with benefits is becoming increasingly important. It can help employers see whether their investment is working and where support could be improved.

Our findings suggest most employers are already keeping track of how their benefits are being used. Many are also using this information to assess effectiveness, understand future needs and review value for money.

This chapter looks at how employers are using workforce insight and data to make more informed benefits decisions.

About the research

This research was conducted among 500 HR decision makers from the UK through online polling, on behalf of Everywhen, by Opinium Research.

Most employers monitor benefit usage

Most employers keep track of how well their benefits are being used, with 81% doing so in some way. Regular management information and reports are the most common source of insight, used by 61% of employers, while 37% receive anecdotal feedback.

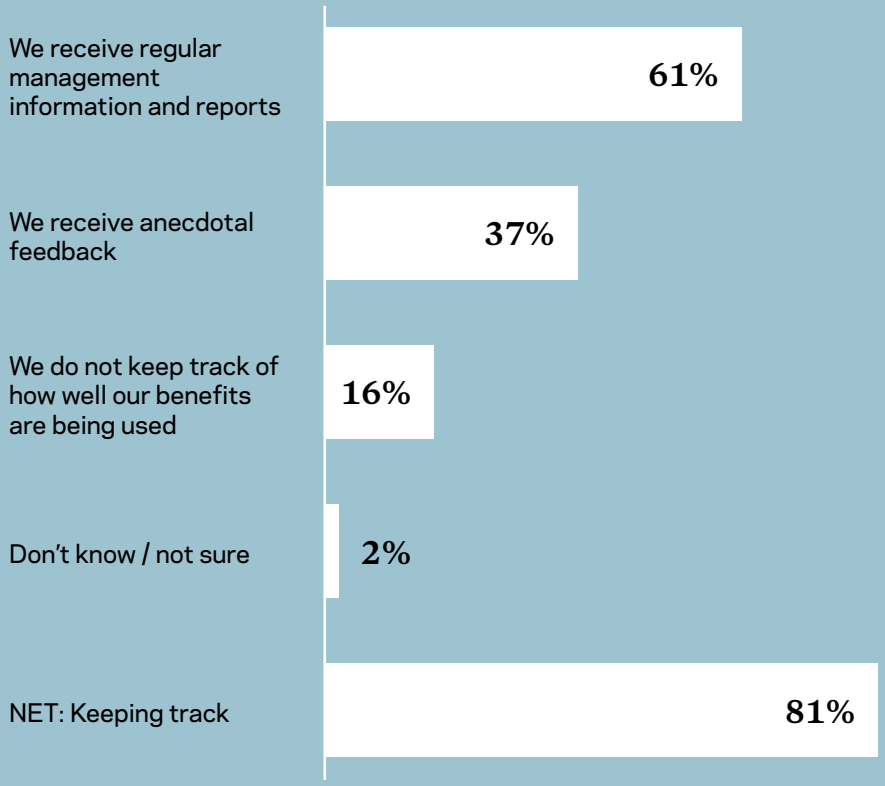
One in six (16%), however, say they don't keep track of how well their benefits are being used.

The findings suggest that while monitoring benefit usage is common, some employers may still lack a clear view of whether their benefits are valued and being used.

> *"Without reliable information, employers are likely to make assumptions about which benefits are working.*
>
> *"Regular reporting can reveal what employees are using, while feedback helps to show what they value and where support could be improved. This gives employers a stronger basis for making more strategic decisions."*

Renny Wickham
Head of Platforms, Everywhen

How do you keep track of how well your benefits are being used?



How benefits data is being used

Employers use benefits data in a range of different ways, the most common being to assess the effectiveness of the benefits they offer, cited by 51%.

Almost half use the information to understand future benefits needs (48%) and assess how staff value their benefits (48%). Others use it to review value for money (42%) or understand how much benefits are being used (40%).

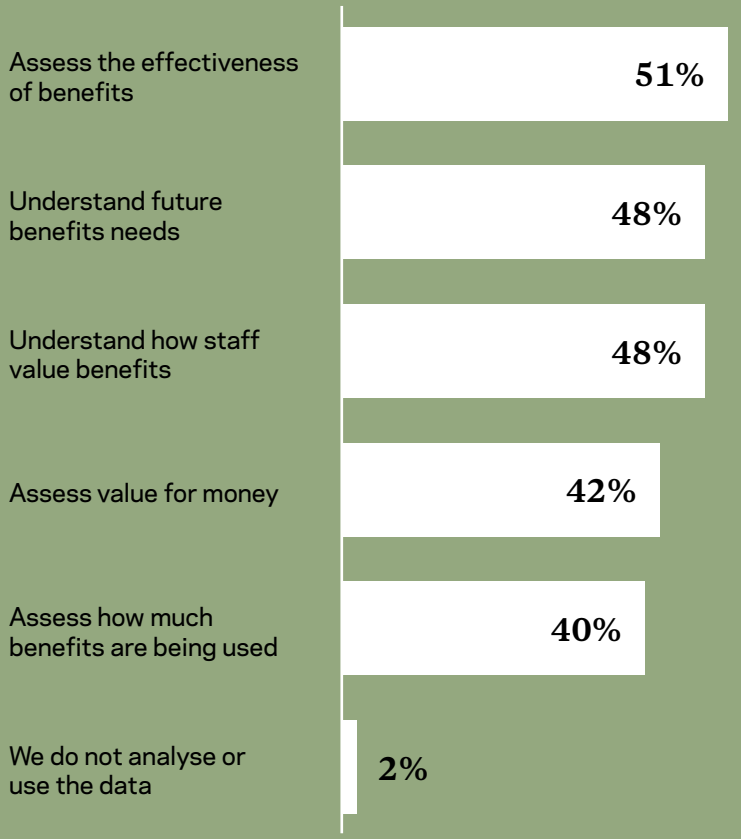
The findings suggest that benefits data is playing an important role in future planning, helping employers review what's working and where changes may be needed.

"Collecting information is important, but it's what employers do with it that makes the difference. The real value comes from understanding what's working, where gaps may exist and how the benefits offering could be strengthened.

"When employers combine reporting with employee feedback, they're better placed to make decisions that reflect their workforce and any changing needs."

Debra Clark
Head of Wellbeing, Everywhen

How do you use the data you receive on benefit usage?



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Our employee benefits consultancy works for every business, enabling employers to attract talent and boost wellbeing, productivity and loyalty.

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