

Managed human resource solutions that maximise the value of people




## Background

### THE CUSTOMER

DLA is the 9th largest law firm in the UK with offices throughout the UK, Europe and Asia. It employs over 3,600 people including 380 global partners.

The DLA brand is built around being the quality commercial law firm for the everyday needs of organisations, based on customer service and a belief in the value of honest relationships. As well as legal advice and representation, DLA offers a range of other services including:

- HR consultancy
- healthcare
- real estate
- communications

DLA is built upon a long established set of core values that centre around people, service and quality. The firm prides itself on finding new and innovative solutions to meet market and customer issues, striving to achieve quality in everything it does. DLA works hard to get the very best out of its people by investing in their careers and lives.

**"We wanted to offer a benefits package that complemented our people's lifestyles and supported our values!"**

Robert Halton *HR Director, DLA*

### THE ISSUE

DLA recognises the importance of employee commitment and is always looking at innovative ways to reward its people, and attract the talent that can deliver success.

Internal surveys showed that DLA people wanted a more complete benefits package and higher levels of support with their jobs and everyday lives. External research also indicated that those looking to join the industry were seeking a better work/life balance alongside the financial incentive.

As Robert Halton, DLA's HR Director, says: "We were looking for new and innovative ways to reward our people, by asking ourselves how we could give more time back."

DLA's aims for the product were to:

- commit to people's personal development and work/life balance
- align their reward system with their brand values, and so develop the brand

In 2001, the firm decided to partner with Ceridian and offer a full Employee Assistance Programme (EAP) to its people. Concierge was trialled in London and Birmingham.

## Business solution

Ceridian provide DLA with two telephone-based services – LifeWorks OneSource and LifeWorks Concierge.

LifeWorks OneSource is the premium service, which combines dependent care, work/life and standard EAP offerings in one integrated solution and helps people with a range of personal and professional issues. Telephone and face-to-face counselling is also available to support employees with their emotional well-being.

The Concierge service complements OneSource, and helps people with lifestyle management including gift selection, product research and travel arrangements.

Robert comments: “The LifeWorks service helps our people answer questions, evaluate and understand issues they may be facing and gives them fast, practical advice and assistance.”

Both services are now offered to everyone, after a very positive take up rate of 33% from the initial trial of Concierge.

Ceridian are currently helping DLA promote both services internally with additional marketing including a summer child care promotion, highlighting how LifeWorks could make it easier to keep children safe and occupied over the summer months.



## Benefits

In 2003, almost 1,100 people at DLA used LifeWorks to improve their work/life balance and make time for the important things in life such as family and leisure. Offering the LifeWorks service to its people has recently helped DLA win the award for Most Effective Benefits Package at the 2004 HR Excellence Awards. In addition, the service is helping improve the firm’s overall performance through:

✔ **Time-saved**

DLA’s people are managing their work and outside commitments more efficiently and effectively than before.

✔ **Enhanced productivity**

This has led to an increase in their output.

✔ **Reduced absenteeism**

People require less time off, now they have this resource available.

✔ **Impact on employee retention**

DLA have seen a significant improvement in retention now the LifeWorks service has been added to the overall benefits package.

**“Partnering with Ceridian, we’ve seen a significant increase in employee satisfaction and productivity.”**

Robert Halton *HR Director, DLA*

DLA have had encouraging feedback from those already using the service. Robert comments: “We have worked hard to promote the LifeWorks service in 2003/4 and we expect a further increase in the number of people using it.”

To find out how Ceridian's range of managed HR and payroll solutions can help you maximise the value of your people, call **0800 733 337** or email [info@ceridian.com](mailto:info@ceridian.com) for more information. Alternatively visit our website at [www.ceridian.co.uk](http://www.ceridian.co.uk)

