

Managed human resource solutions that maximise the value of people



## Background

### THE CUSTOMER

ING Direct is part of ING (International Netherlands Group), which is one of the world's largest financial services organisations, operating in 60 countries with over 115,000 employees.

Launched in 1997, the company is now the world's leading direct savings bank with upwards of 12 million customers in 8 countries – more than 750,000 of those are in the UK. ING Direct UK are based in Reading in Berkshire, and opened a second call centre in Cardiff in March 2005, to ensure they can continue delivering the highest level of service to existing customers and the ever-growing number of people opening accounts.

ING Direct's success and high levels of customer service were recently acknowledged when they were voted "Best Savings Provider 2004" in the Guardian Consumer Finance Awards.

### THE ISSUE

**"As the majority of the team here work in a call centre environment, it can be hard to manage commitments in their everyday lives."**

Jennie Monon *HR Director, ING Direct*

ING Direct knows that in a call centre environment, it's essential to keep employees motivated and engaged in what they're doing. So the company has set about building an inspiring and supportive culture that will help them get the best out of their people and remain an employer of choice within the industry.

### A fantastic place to work

The headquarters in Reading are spread over three floors and provide a spacious, comfortable environment in which to work. There is a relaxation zone where employees can read, watch television or go on the internet during lunchtime. They can also hire bikes if they want to take some exercise after long periods on the phones. All this is helping make ING Direct a great place to work, and is building a real team spirit among employees.



### A supportive culture

As well as this great environment, the company also provides employees with the help and support they need to perform their jobs as best they can.

HR Director Jennie Monon runs employee listening sessions every quarter, where people are encouraged to come and discuss any issues they face at work in a confidential environment. They also hold regular focus groups, facilitated by line managers, to look at new and better ways of achieving their shared objectives.

**"I believe every forward thinking company should be offering an employee support system if they are to get the best out of their people."**

Jennie Monon *HR Director, ING Direct*

### A competitive benefits package

The company also aims to reward its employees as fairly as possible, and gives each person a package that fits their own lifestyle and commitments. They are introducing a range of voluntary benefits in 2005, and are looking at implementing Flexible Benefits over the next 2 years.

Jennie saw an Employee Assistance Programme as a natural addition to these internal initiatives and an essential part of the company's overall benefits package: "I have always had access to an EAP in my previous roles, and I believe every forward thinking company should be offering an employee support system if they are to get the very best out of their people."

## Business Solution

Jennie first approached Ceridian when she found out that her counterpart at ING Bank was also looking at LifeWorks. She decided to introduce the full OneSource telephone and online service to all 480 of the company's employees at the Reading site.

The service went live in September 2003, since when there has been a 22% take up – well above the industry average. Jennie comments "LifeWorks is a fantastic addition to our employee offering, and I'm delighted with the take up since we introduced it. It complements the support groups we run, and we encourage people to use the service before coming to HR. Feedback from employees has been excellent and it's just one more reason why ING Direct is such a fantastic place to work."

The company has taken part in all the LifeWorks seasonal promotions run by Ceridian, which have helped raise the profile of the service among employees. These have included a childcare promotion in the summer and programmes throughout January to help people stick to their new year's resolutions.

To run alongside these, the company has developed its own promotions, including health checks and hypnosis for people who want to quit smoking.



**"LifeWorks is a fantastic addition to our employee offering and one more reason why ING Direct is such a great place to work. I would recommend it to any organisation looking to implement an employee support system!"**

*Jennie Monon HR Director, ING Direct*

## Benefits

LifeWorks is a key part of the overall package ING Direct now offers its employees – helping them improve performance and cement their position as an employer of choice within the financial services industry.

Jennie describes the difference the service has made to the team at Reading:

"As the majority of the team here work in a call centre environment, where they are constantly taking calls, it can be difficult to manage any commitments in their everyday lives.

But with LifeWorks, they can simply phone or email the Ceridian team in their breaks to get information, advice and support on any issues they're facing. Whether it's finding childcare, searching the best quote for insurance or getting legal advice, the team at Ceridian can do it for them.

This is giving our employees a better work/life balance, which in turn keeps stress levels down and helps build a positive, productive environment in which to work. LifeWorks is one of many reasons why our employees enjoy coming to work and why we have such high morale among the call centre teams. This is reflected in the fantastic service they give to everyone who rings, be they our customer or not, and why we remain the world's leading direct savings bank.

I would certainly recommend LifeWorks to any other organisation looking to implement an employee support system."

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)

