



# Anchor Trust

## Case Study

Anchor promotes digital inclusion and improves employee engagement with BT's TechPerks

Anchor Trust is the largest not-for-profit provider of care and housing for the over 55s in England. With retirement properties and specialist care homes in over 1,000 locations across England, and over 45 years' experience, this charitable organisation is passionate about using technology to increase meaningful engagement with their residents and their own people.



## Background

As part of an initiative to improve HR services and help close an identified communication gap, Anchor were keen to make better use of technology to keep employees up to date.

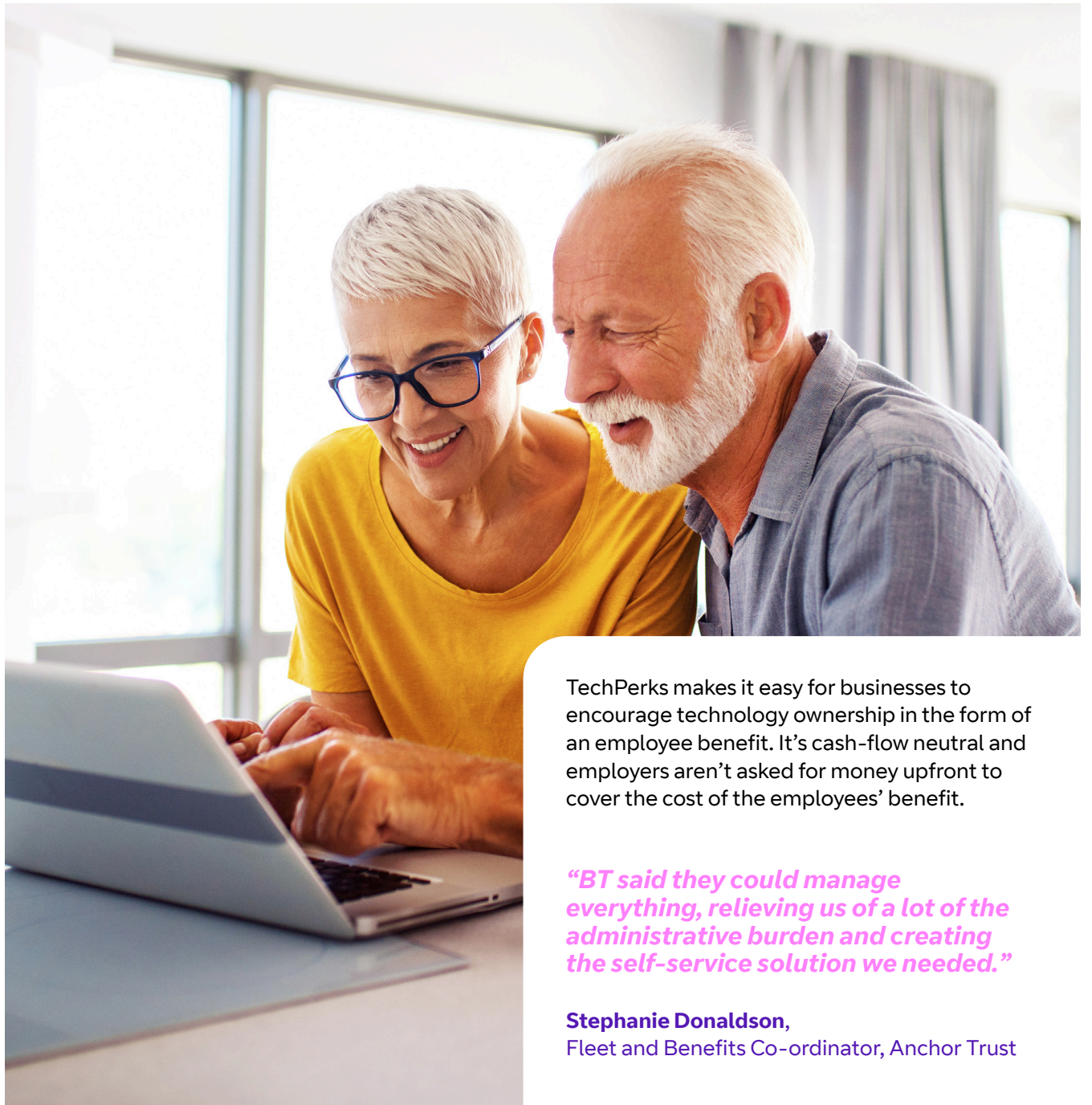
They wanted to launch an online self-service solution giving access to HR information whenever their people needed it, but first, had to overcome a challenge.

Many Anchor employees worked as care assistants or nurses who in the course of their everyday roles, didn't typically use a PC. This meant that access to internet-ready devices wasn't widespread amongst the team, and log-in to an online HR service would be difficult for many.

**To help address this, Anchor wanted to encourage the use of personal devices, but needed to facilitate this in a supported way that made owning them both easy and affordable for colleagues.**

Not only would this help Anchor with their Digital Inclusion goals by building IT literacy across the team, but it also meant that colleagues could log-in to HR resources from home, without impacting the company's own business costs.

Organising this in-house would have been too complex and time consuming for the company to tackle, which led them to a better solution - BT's TechPerks programme.



TechPerks makes it easy for businesses to encourage technology ownership in the form of an employee benefit. It's cash-flow neutral and employers aren't asked for money upfront to cover the cost of the employees' benefit.

***“BT said they could manage everything, relieving us of a lot of the administrative burden and creating the self-service solution we needed.”***

**Stephanie Donaldson,**  
Fleet and Benefits Co-ordinator, Anchor Trust

## Fully managed, no-cost solution for companies

TechPerks is a fully-managed, end-to-end employee benefits programme from BT, delivered by our finance partners Freedom Tech. It offers employers a compelling engagement proposition which gives their people the chance to buy desirable computing devices and other home electronics products from big name brands in an affordable way.\*

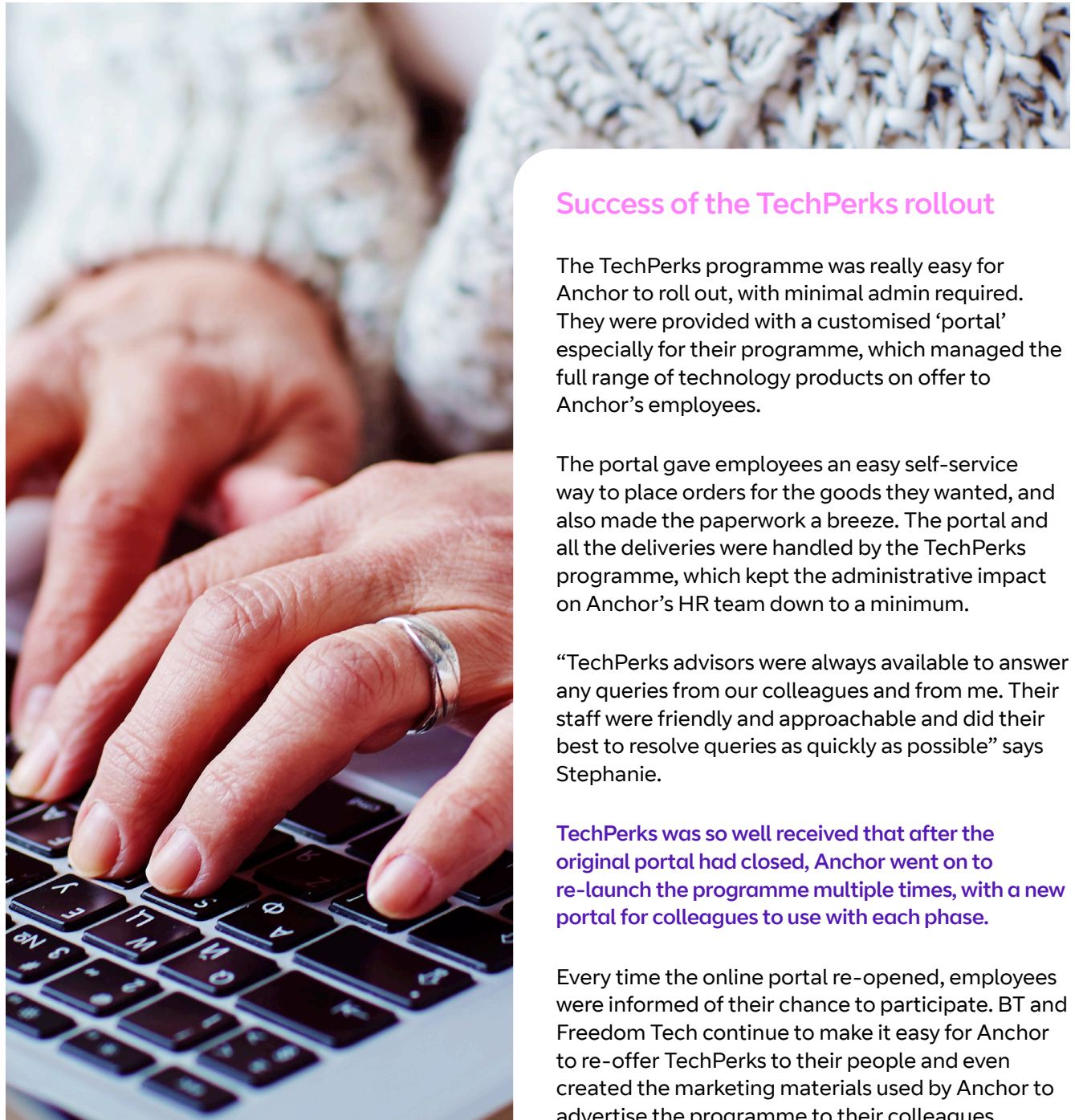
**It's salary sacrifice made simple with big potential savings for employees. "The programme was easy to set up and promote" says Stephanie.**

The TechPerks programme works via a salary sacrifice arrangement between the employer and the employee, in which the employee accepts a reduction in their gross pay in return for a non-cash benefit in kind.

Buying in this way means employees could make significant savings compared to an outright purchase on the high street.\*\* The monthly payments, usually spread over two years - make it even more attractive and with no credit checks, it's easy for every employee to participate.

***"Those that didn't own a device could obtain one through the TechPerks programme without the high upfront costs of a typical high street purchase. The biggest benefit for our colleagues was paying for it monthly over two years."***

**Stephanie Donaldson,**  
Fleet and Benefits Co-ordinator, Anchor Trust



## Success of the TechPerks rollout

The TechPerks programme was really easy for Anchor to roll out, with minimal admin required. They were provided with a customised 'portal' especially for their programme, which managed the full range of technology products on offer to Anchor's employees.

The portal gave employees an easy self-service way to place orders for the goods they wanted, and also made the paperwork a breeze. The portal and all the deliveries were handled by the TechPerks programme, which kept the administrative impact on Anchor's HR team down to a minimum.

"TechPerks advisors were always available to answer any queries from our colleagues and from me. Their staff were friendly and approachable and did their best to resolve queries as quickly as possible" says Stephanie.

**TechPerks was so well received that after the original portal had closed, Anchor went on to re-launch the programme multiple times, with a new portal for colleagues to use with each phase.**

Every time the online portal re-opened, employees were informed of their chance to participate. BT and Freedom Tech continue to make it easy for Anchor to re-offer TechPerks to their people and even created the marketing materials used by Anchor to advertise the programme to their colleagues.

BT's TechPerks programme has helped Anchor to address their internal communications challenges. The newly purchased employee devices are helping Anchor keep in touch and engage with more of their colleagues than ever before, at a time that's convenient for them.

"TechPerks has had the highest take up of any salary sacrifice scheme in our business" says Stephanie.

*"We had an existing contract with BT for our IT provision, so we already had confidence in them as a trusted and quality supplier, but TechPerks has added a new dynamic to our relationship. Through TechPerks, BT has brought real, tangible added value to our business."*

**Stephanie Donaldson,**  
Fleet and Benefits Co-ordinator, Anchor Trust



## TechPerks at a glance

- Employees choose from a wide range of desirable technology products from lots of big brands
- Affordable monthly payments for employees with no credit checks
- Helps employers improve employee engagement and staff retention
- Aids your Digital Inclusion goals by building computer literacy, which benefits the workplace overall
- Can complement your Bring Your Own Device (BYOD) scheme
- Easy to launch with light-touch admin for employers
- BT name builds trust and confidence in the scheme

If you'd like to find out more, call our IT specialists on **0370 429 3010** or visit [bt.com/businessdirect/techperks](https://www.bt.com/businessdirect/techperks)

Things you need to know:

\*To be eligible to take part in the programme, employees must be UK based, aged 18 years or over and earning above the national minimum wage (after monthly salary sacrifice deduction). \*\*Savings depend on the actual make and model of products selected and the comparative typical alternative high street price at the time of your programme's launch. Full illustration will be provided. The TechPerks programme is delivered by Freedom Tech Limited, a technology finance company that works with organisations to provide them with innovative solutions to engage and empower their employees. Freedom Tech Limited is not a BT Group company nor affiliated to BT Group in anyway. Please note you will be required to enter into an agreement with Freedom Tech Limited for the operation of the programme. Goods ordered under the programme will be provided and delivered by BT and subject to BT Business Direct Limited standard terms of sale found at [www.businessdirect.bt.com/help/policies/bt-business-direct-conditions-of-sale](https://www.businessdirect.bt.com/help/policies/bt-business-direct-conditions-of-sale). Before rolling out a TechPerks programme, you agree that you have relied on your own assessment in determining the suitability of the TechPerks programme for your business. TechPerks programmes are subject to the employer passing Freedom Tech Limited's credit criteria. All quotations are subject to credit and insurance approval via Freedom Tech Limited. TechPerks prices and savings are for illustrative purposes only and were correct as of the dates stated. Please see [www.bt.com/businessdirect](https://www.bt.com/businessdirect) for the latest prices. All offers are while stocks last unless otherwise indicated. All prices exclude carriage. All prices are exclusive of VAT. A full copy of our conditions of sale are available on request or can be downloaded from [www.bt.com/businessdirect/conditions](https://www.bt.com/businessdirect/conditions). Calls may be monitored to ensure levels of service and for training purposes. Errors and omissions excepted. Nothing in this publication forms part of any BT contract. BT plc, registered in England number 01800000. Registered office: 81 Newgate Street, London, EC1A 7AJ. Office address: Alpha Beta House, Enterprise Park, Horwich, Bolton, BL6 7PE. This Document was published July 2016