alvovi

The Perks Graveyard

Why good benefits go unopened

A short report for employers | September 2026

You chose the benefit with good intentions. The launch email went out. The link is on the intranet. But can your people tell you what it does, where to find it and when it could help?

Before adding another service, check whether the support you already offer is reaching the people who could use it. This report brings together recent UK survey findings and practical questions for your next benefits review.

An offer can exist without reaching people

Drewberry's 2025 survey asked 1,000 UK working-age professionals about their workplace and benefits. Asked about additional services bundled with benefits such as life insurance, income protection and private health insurance:

37% did not know those additional services were available. [1]

30% knew about them but said they did not use them. [1]

Those are different problems. Someone who has never heard of a service needs a different response from someone who knows it exists and has no current reason to use it.

The question also concerned additional services within core benefits. These figures do not mean that two-thirds of employees never use any workplace benefit.

Be clear about what success looks like

CIPD's 2026 research found that 22% of surveyed employers had no objectives for their benefits package. Among those with objectives, 15% did not assess their benefits against them. [2]

A quieter dashboard is a reason to ask better questions. It is not, by itself, a reason to cancel a service. Insurance, bereavement support and other occasional benefits may be valuable precisely because they are there when needed.

Five places to look when take-up stalls

Use these as questions to investigate with your workforce. Each calls for a different response; another reminder email will not resolve every obstacle.

1 People cannot find it

Ask a few colleagues, without coaching them, how they would locate a particular service. Include people on different shifts and away from a desk. Check whether the route works on the device they actually use.

Try this: give the service one clear home and describe the problem it helps with.

2 They cannot see when it would help

A benefit name or provider logo may mean little to someone with a specific job to do. Explain the situation it helps with, who is eligible and any limits. Ask non-users whether they need it now, may need it later or would never choose it.

Try this: replace a feature list with one recognisable example and a clear next step.

3 Getting started is too much work

Walk through the journey from the employee's first click to their first useful result. Check registration, passwords, forms, reading load and accessibility. A demonstration from someone who already knows the product will not expose every obstacle.

Try this: watch a willing colleague attempt one task and fix the point where they get stuck.

4 They are unsure who can see what

For services involving money, health or family matters, explain who sees personal information and what reaches the employer. Ask the provider for a clear answer that matches the actual service. Give people a way to ask questions privately.

Try this: put the privacy explanation beside the invitation to use the service.

5 The launch has become the whole plan

Someone who did not need a service when they joined may need it later. Refresh the message at useful moments, give managers a simple signposting route and agree who will review whether the offer is helping.

Try this: name an owner and a review date before the next renewal.

These are practical checks proposed by alvovi, not a validated scoring system or a ranking of causes.

Life admin during the working day

Your people go home to a second job.
And they bring it back to work.

Bills, renewals, missing paperwork and the arrangements involved in looking after other people can compete for attention wherever the working day happens. Personal admin is a useful example of a need employers can explore.

24% of full-time workers said they had caught up on life admin during working hours. [3]

58% of full-time workers reported stress when thinking about unfinished admin. [3]

64% of UK adults said completing admin gave them a greater sense of control. [3]

These findings come from MoneySuperMarket's 2026 survey. They describe people's experiences; they do not measure how many working hours are lost or establish that any particular product improves productivity.

Start with a job people need to finish

Ask what creates the most difficulty: locating information, remembering a date, understanding what to do next or finding time to do it. Those answers should shape the support you consider.

A practical discussion might focus on finding a policy, preparing information for an appointment or tracking a renewal. Invite people to describe the task without asking them to disclose the private documents or circumstances behind it.

Make support easier to use

Consider whether clear signposting, simpler instructions or an agreed opportunity to deal with a small personal task could help. Where time is offered, make it workable for people on shifts and in customer-facing roles too.

If you trial a digital service, ask users whether it helped them complete the task they came to do. Collect voluntary feedback and an appropriate group-level picture. Keep personal contents and individual histories out of employer reports.

Because nobody needs more admin. They need less.

A check for your next benefits review

Choose one benefit. Work through these questions with its owner and a small mix of employees. Record what you can demonstrate and what you still need to find out.

The need. What specific problem is this benefit intended to help with, and whose problem is it?

The route in. Can an eligible colleague find it and reach useful help without someone guiding every step?

The fit. Have you heard from people who have not used it, as well as enthusiastic users?

The boundaries. Can you explain eligibility, privacy, any costs and what happens if employment or the service ends?

The useful result. What would count as a good outcome for this particular service, and how will you check it?

The decision. Who will decide whether to keep, improve or replace it, and when?

Choose measures that match the purpose

For a service intended for regular use, look beyond registrations to successful tasks and voluntary feedback. For occasional support, look at awareness, ease of access and the experience of people who needed it. For insurance, cover and claims support matter more than repeat logins.

Use eligible employees as the denominator when reporting take-up. State the time period and what counts as use. Keep satisfaction among respondents separate from satisfaction across the whole workforce.

One improvement to make this month

Pick the clearest obstacle you found. Make one change, set a review date and ask whether the experience improved. This might be a clearer access link, a shorter explanation or a better first-use journey.

The benefit we will review: ______________________________________
The change and owner: ____
We will check the result on: _____________________________________

What we are building at alvovi

We're developing alvovi as a private life admin platform offered through employers. It is designed to help people organise important information, keep track of what needs doing and choose who can help with selected information.

Our privacy goal is to keep personal document contents accessible only to the user and the people they authorise. The design needs testing and independent review before we make firm claims about its protection.

We want to learn whether practical support with life admin earns a useful place in people's lives. That means testing the experience with employees and understanding what employers need to make a sound decision.

Interested in exploring a founding pilot

We'd like to hear what your people find difficult and what useful support would look like. Get in touch to discuss suitability, readiness, timing and what a pilot could involve.

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Personal. Private. Prepared.

Sources and research notes

1 Drewberry Employee Benefits and Workplace Satisfaction Survey 2025

Provider-commissioned survey of 1,000 UK working-age professionals. The figures used here concern additional services attached to core benefits. They are not a take-up measure for all employee benefits.

2 CIPD Reward survey Focus on employee benefits 2026

Supported by Everywhen. YouGov surveyed 1,059 UK HR and reward decision-makers, 24 October to 27 November 2025. Results were weighted by employer numbers to represent the UK business population.

3 MoneySuperMarket Life Admin Report

Survey of 2,000 UK adults, described as nationally representative, conducted April to May 2026. Published page updated 16 July 2026. Full-time workers are a subgroup; its size is not stated.

All sources accessed 14 September 2026. These surveys cover different populations and questions. Findings are self-reported and should not be combined into a single measure. The recommendations in this report are alvovi's; the research does not establish alvovi's effectiveness.

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