

Employee benefits



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The Spa symbolizes an industry which is characterized by a high skill requirement, along with a strong focus towards satisfaction. Since the amount of tangibles that goes along with the final product delivery is minimal, Spa managers have to focus on differentiating their services through excellent customer focus.

Let us discuss the role of benefits through certain provisions which can be included in a plan aimed towards positions in a Spa.

Health Insurance Plan Scenario

The managers should be covered under health insurance, provided by the company, as long as he is serving the spa. Some reasons may be cited as fringe benefit implications, positive impact on the productivity of workers (as they are confident about their health outcomes), and tax relief for employees as well as the management.

As per the motivation theories, a health insurance plan will be fulfilling the safety and security needs, and hence can be effectively used as a motivational tool.

Paid Vacation Trips

This measure may be used effectively as an incentive tool - where managers will be provided with a ten days paid vacation trip (in the form of a package), on condition that he/she has completed two years of service and has been able to successfully achieve target set (both qualitative and quantitative). In ensure full productivity in the highly labor intensive spa industry, it is necessary to provide offs to the employees, which will help them rejuvenate. An implication here may be that the employees may opt for the holidays in unison, and that this may become an issue, especially during festivals.

Proper counseling and the mention of an appropriate clause in the contract

will ensure that this plan is implemented soundly. The scheme of holidays may be devised as follows:

Years of Service

Average days per year

2 -5 years of service

11

6 -9 years of service

15

9-12 years of service

18

More than 12 years of service

21

Retirement Plan& Other Associated benefits

This is another employee oriented measure that the management may hope to engage in. Popular schemes include the 401K savings plan and the various voluntary retirement plans.

In a bid to be engaged to the Spa, the management may extended benefits like free training to one family member, on condition that the trainee will be absorbed into the organization on the successful completion of the training program.

Work/Life Benefits

The managers and his/her family members should be provided professional support for working through personal challenges, which can imbalance their working life, such as family problems, financial issues, legal issues and emotional problems.

The Managers and their family members should get a meaningful discount

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on any service that they avail in the spa, thus paving way for effective word of mouth promotions.