

Driving your organization's success using benefits as a recruitment tool

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Benefits can be a game changer in employee recruitment -- here are some business goals your retirement plan might help you accomplish. (Photo: Shutterstock)

Organizations across the nation share similar goals and challenges, but ultimately they need to attract and retain valuable employees in order to provide a high level of customer service and to enhance the growth and profitability of the company.

Attracting and retaining talented employees is one of the biggest challenges facing organizations today. Your total rewards package is a key competitive resource for employee recruitment and retention and benefits are an important component of that package.

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