

# **HBX Group launches new employee benefits scheme through its e-commerce platform**

Submitted by clatruiyols on Tue, 08/10/2024 - 10:02

**Palma, 07 October 2024.** [HBX Group](#), a leading independent B2B travel technology marketplace, has unveiled its new product specifically designed to enhance employee benefit plans. Available to businesses worldwide through its e-commerce platform, the platform provides companies around the world with a streamlined solution to offer their employees a range of travel options. By incorporating travel into their benefits package, companies can improve employee satisfaction, engagement and retention.

## **Key features of the Employee Benefits Platform**

- Customisable travel content: Companies can curate and personalise travel offers to suit their employees' preferences. Whether it's luxury getaways or budget-friendly adventures, there's something for everyone.
- Easy-to-use interface: Built with simplicity in mind, users can intuitively browse to book the travel experiences they want.
- Seamless integration: Easily compatible with existing employee benefit programmes, companies can simply incorporate the platform into their systems.
- Mobile accessibility: Employees can access and book their travel benefits from any device at any time, ensuring both convenience and flexibility.
- Ongoing support and communication: HBX Group offers comprehensive support services to help businesses implement and manage their travel benefits programmes.

"Travel benefits are more than just a nice-to-have; they are a strategic tool for companies looking to build a resilient and engaged workforce" **says Mark Antipoff, Chief Growth Officer, at HBX Group.** "Our platform simplifies the integration of these benefits, making it easier for companies to provide their employees with travel perks that will enhance their overall job satisfaction and performance. By focusing on what employees truly value, we help organisations drive engagement, loyalty, and a stronger workplace culture."

The benefits of travel go far beyond simple perks such as discounted flights or hotel stays. Travel perks also offer employees opportunities for personal and professional growth that will translate into skills development, cultural enrichment, increased productivity and overall improved wellbeing.

To help companies understand the impact of travel benefits, HBX Group offers pilot programmes that allow companies to test the platform with a small group of employees. These trials provide valuable data on employee preferences and programme effectiveness, allowing companies to fine-tune their strategies for wider rollouts.

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## About HBX Group

HBX Group is a global B2B TravelTech company that owns and operates Hotelbeds, Bedsonline and Roiback. We offer a network of interconnected travel tech products and services to partners such as travel agencies, tour operators, destinations, and hotels, as well as companies wanting to leverage the travel sector.

Our vision is to simplify the complex and fragmented travel industry through a combination of cloud-based technology solutions, curated data, and an extensive portfolio of products designed to maximise revenue. HBX Group is present in 170 countries and employs more than 3700 people around the globe. We are committed to making travel a force for good, creating a positive social and environmental impact.

### More information:

[www.hbxgroup.com](http://www.hbxgroup.com)

### HBX Group Media Contact

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