



#CLIENT STORIES



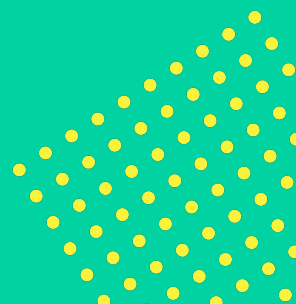
How Semetis implemented the **Mobility Budget** with Mbrella



Alisson
HAPPINESS MANAGER



Mbrella is an intuitive HR platform to manage corporate mobility. Their direct integration with our social secretary allows us to offer 100+ mobility options and optimize the salary packages of our employees without any administrative hassle.





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Semetis is the Belgian market leader in Digital Advertising & Digital Business Intelligence. The company was created in 2009 by two former executives of Google. From the start, employee wellbeing has been an important element to attract and retain talent. To ensure employee happiness and wellbeing, Alisson joined Semetis as Happiness Manager in 2019.



INDUSTRY
Digital Agency

FOUNDED
2009



Alisson
HAPPINESS MANAGER

My goal is to be present, maintain the team's cohesion and boost everyone's productivity by providing the best work environment and employee benefits possible.

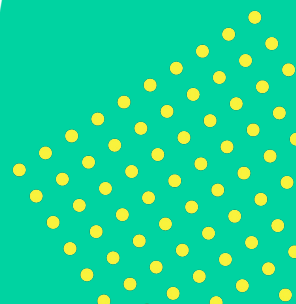


THE CHALLENGE: OFFER A FLEXIBLE MOBILITY PLAN TAILORED TO EACH EMPLOYEE

Having a company car used to be one of the most prestigious compensation benefits. But **mobility needs** are **changing**. Some of the new-joiners don't even have a driving license. So Semetis recently realized the company car is no longer the most desired salary benefit anymore. Employees want **flexibility**.



"During the COVID-19 pandemic, like all other companies, 100% of our employees worked from home. At that time, it became clear to us that we needed to start looking into more flexible options. And create a flexible mobility plan that fits the needs of all employees. That's when we contacted Mbrella."





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THE SOLUTION: THE IMPLEMENTATION OF THE MOBILITY BUDGET AND AN EASY-TO-USE BUDGET MANAGEMENT PLATFORM

Semetis **implemented the mobility budget**. Instead of the traditional company car, employees receive a budget they can spend on 100+ mobility options. Employees who live close to the office (max. 5km) or work from home more than 51% can choose to pay their rent or interest on their mortgage with the mobility budget. This interesting salary optimization is what convinced Semetis to offer a mobility budget.

One of the main reasons why companies struggle to move towards flexible mobility? The follow-up has a higher administrative workload for the HR-manager than the car. Also for Semetis this was a barrier to offer a mobility budget.



"As much as employee wellbeing is central, we were also looking for a solution that wouldn't drastically increase the workload of the team. That's why we chose to work with Mbrella. They are the only HR platform for mobility management that is directly connected with our payroll."





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THE PROCESS

1. WRITE OR UPDATE MOBILITY POLICY

Don't know where to start? We've done this before and we have templates that can help you out!

2. INFORM

EMPLOYEES

Next, you need to inform all eligible employees of the new option to switch their car for a mobility budget. Employees who are interested need to send a written request.

“At Semetis we started with 3 employees on the platform that were interested to try. Soon we'll add a new batch of employees that also requested to switch to the mobility budget.”

3. CALCULATE

TCO

The TCO includes all costs of a car such as leasing, maintenance, insurance costs, fuel, etc. This amount equals the mobility the employee is entitled to.

4. SIGN

ADDENDUM

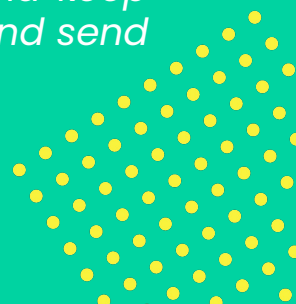
Employees that choose a mobility budget, need to sign a contract addendum.

“We did step 1, 3 and 4 together with the help of the templates of Mbrella. Next to that, we asked for some legal advice to our social secretary.”

5. START!

Give employees access to a tool to track their mobility budget.

“Via Mbrella, employees can add their expenses and keep track of their budget. I review them once a month and send them to my social secretary.”





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ABOUT MBRELLA

Mbrella is the HR tool to **implement** a flexible mobility plan. We are a corporate Mobility Management Platform building the bridge between employers, employees, social secretaries & the Maas marketplace. This means **no HR hassle** following-up on expenses and worrying about the payroll and fiscal implications. Everything is managed in one place. Directly connected to your social secretary and payroll. That's easy, isn't it?

KEY FEATURES



MOBILITY HUB

Marketplace for mobility: kilometer allowances, teleworking allowance, shared fleet mobility payment cards, bike leasing..



EXPENSE MANAGEMENT SYSTEM



Add employees and assign them a budget. Keep track of budgets and easily approve or refuse expenses.



PAYROLL INTEGRATION

Send expenses to your social secretary for payrolling thanks to our direct and hassle-free integration.



PUBLIC TRANSPORT



SUBSCRIPTION MANAGEMENT

Activate and order subscriptions of all Belgian public transport providers (NMBS-SNCB, STIB-MIVB, De Lijn, TEC).

More info? Contact us!

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