



## PRESS RELEASE

# LÍNEA DIRECTA ASEGURADORA RECEIVES THE 2022 TOP EMPLOYER CERTIFICATION IN SPAIN

- Línea Directa Aseguradora has been accredited as the Top Employer 2022 company for the third year in a row. Top Employer is an independent international certification that recognises the best companies as regards people management.
- The company has successfully completed this demanding assessment established by Top Employers Institute, in the form of its HR Best Practices Survey, which encompasses 6 Human Resources areas consisting of 20 different topics.
- Línea Directa Aseguradora has stood out for these reasons, among others: leadership model; people and business strategy; implementation of innovative tools; adaptation of onboarding to digital environments due to COVID-19; employee training; wellness initiatives; and its work as an employer brand.
- Since the beginning of the pandemic, the company has grown in staff by more than 4% and has opted for quality employment. In the same period, it grew by 7.5% in terms of indefinite contracts. In addition, 96% of employees have received training in the last year, and the "7 Razones Línea Directa" employer brand digital campaign and a dozen wellness initiatives have been launched.

**Madrid, 20 January 2022-** For the third consecutive year, [Línea Directa Aseguradora](#) has been officially certified as **Top Employer 2022** in Spain by Top Employers Institute, a leading global authority that acknowledges the most outstanding organisations for **excellence in people** management. The company has become one of the few insurers that have been certified in Spain this year by this independent international watchdog.

The Top Employers Institute programme certifies leading organisations in people practices based on the participation and results of its *HR Best Practices Survey*. This survey includes 6 Human Resources areas, composed of 20 topics such as people strategy, work environment, talent attraction, learning, well-being and diversity and inclusion.

This achievement required that Línea Directa successfully complete this **demanding assessment** by Top Employers Institute. On this occasion, the



linea directa

company has stood out primarily for: **leadership model; people and business strategy; implementation of innovative tools; adaptation of onboarding to digital environments** due to COVID-19; employee **training; wellness initiatives**; and its work as an **employer brand**.

Línea Directa Aseguradora, which has more than 2,500 employees, has obtained this distinction by being at the forefront of Human Resources practices with a focus on people. On the strength of its strategy and the adaptation of its onboarding to digital environments, **the company has grown its staff by more than 4% since the beginning of the pandemic. Línea Aseguradora has also opted for quality employment. In the same period, it grew by 7.5% in terms of indefinite contracts.** At the end of 2021, 96% of company employees had indefinite contracts.

As for training, **96% of employees have received training** in the last year. In terms of wellness initiatives, a new wellness programme has also been launched with a large number of actions focused on physical, emotional and financial activity. Examples include **workshops** focused on emotional well-being and following employees in the different stages of their life, **wellness seminars for employees with medical specialists, healthy challenges**, through the health insurance brand Vivaz, and **Manifiesto for Healthy Eating, financial training**, an increasingly important element in business wellness plans.

Línea Directa has also stood out for its efforts involving its **employer brand**. The insurer has launched the "**7 Razones Línea Directa**" digital campaign, where employees share the reasons why, in their opinion, Línea Directa is more than a place to work.

**Mar Garre, head of People, Communication and Sustainability states**, "We are proud of achieving, for the third consecutive year, recognition as a Top Employer company, particularly in such a complex year. Therefore, at the People, Communication and Sustainability area, we put employees at the centre of our decisions every single day. We are constantly looking for initiatives focused on offering our people the best experience of working in Línea Directa, so that they feel committed and proud to be part of the company."

**David Plink, CEO of Top Employers Institute** says, "By adapting to the challenges and demands of this year, Línea Directa Aseguradora has continued to demonstrate that it prioritises the implementation of excellent people practices in the workplace. Top Employer companies continue to face the challenges posed by an ever-changing world of work while working tirelessly to make a positive impact on the lives of their employees."

#### **About Línea Directa Aseguradora**

**Línea Directa Aseguradora** is the 5th largest insurer of cars in Spain, specialising in direct sales of insurance for cars, motorbikes, companies, the self-employed, and homes. Línea Directa is among the 100 Spanish companies with the best reputations, according to the MERCO Companies ranking. In 2017, it joined the health sector with a new brand built on digitisation and rewards for policyholders. For **more information**, please contact: Línea Directa Aseguradora - <https://www.lineadirectaaseguradora.com/>



## **About Top Employers Institute**

**Top Employers Institute** is the global authority on recognising the excellence in people practices. We help accelerate the impact of these practices to enrich the workplace environment. Top Employers Institute validates, certifies and recognises as leading employers organisations that exceed the exacting standards of its Certification Programme. For more than 30 years, Top Employers Institute has certified more than 1,857 organisations in 123 countries/regions. These certified Top Employers positively impact the lives of more than 8 million employees globally.

### **Santiago Velázquez**

[santiago.velazquez@lineadirecta.es](mailto:santiago.velazquez@lineadirecta.es)

Tel.: 682 196 953

### **Leticia Poveda**

[leticia.poveda@lineadirecta.es](mailto:leticia.poveda@lineadirecta.es)

Tel: 659 639 022

Follow us on:

