



How Clermont Hotel Group reduced employee turnover by over 44% and became one of the UK's Best Workplaces

Reaching a 93% active user rate with its Reward Gateway | Edenred platform, the group launched an award-winning employee wellbeing strategy that won the company a spot on the UK's Best Workplaces list.

Industry: Hospitality

Number of employees: 1,600

Solutions: Discounts, Wellbeing, Recognition & Reward, Holiday Trading, Communications



93% active user rate



£6,800 spent through Cycle to Work in one year



£22,500 saved through Discounts in one year



Employee turnover rate cut from **81%** to **45%**



£72,000 spent in Rewards in one year



1,200 Wellbeing Centre visits in one year

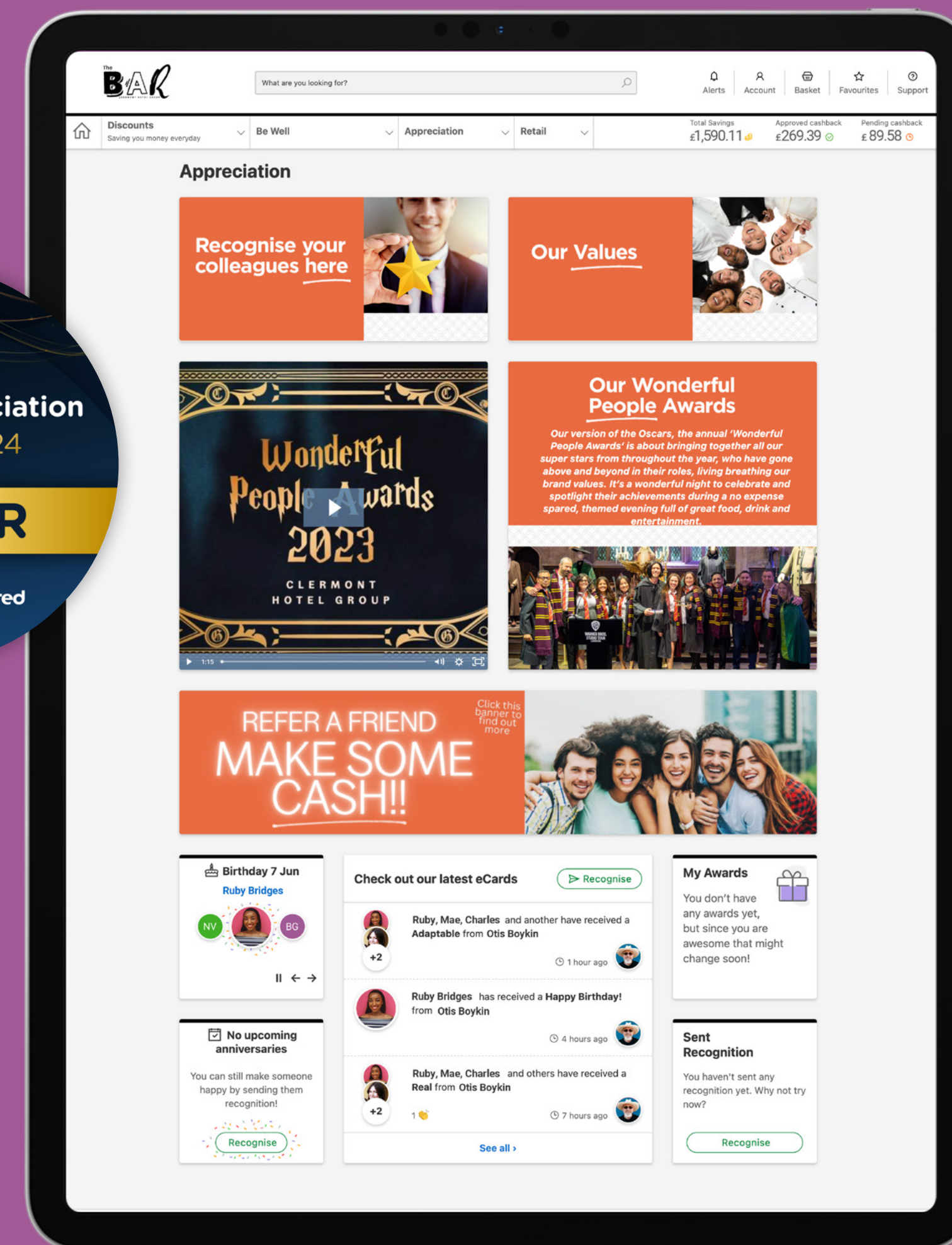
What they needed

When the Clermont Hotel Group rebranded, it wanted to re-energise employees and attract new talent in a sector that traditionally experiences high turnover rates, and had been particularly rocked by the impact of the pandemic.

To address its own high turnover, the group highlighted employee health and wellbeing as a core priority under its 'Empowering our People' pillar of the ESG program. It set an ambition to become 'Great Place To Work' certified, and it refocused efforts on its 'Best People' priority to attract, retain and engage talent. An action plan was drawn up that focused on prioritising employee health and wellbeing in order to improve engagement, increase team member support, and reduce turnover and sickness absence.



CLERMONT HOTEL GROUP

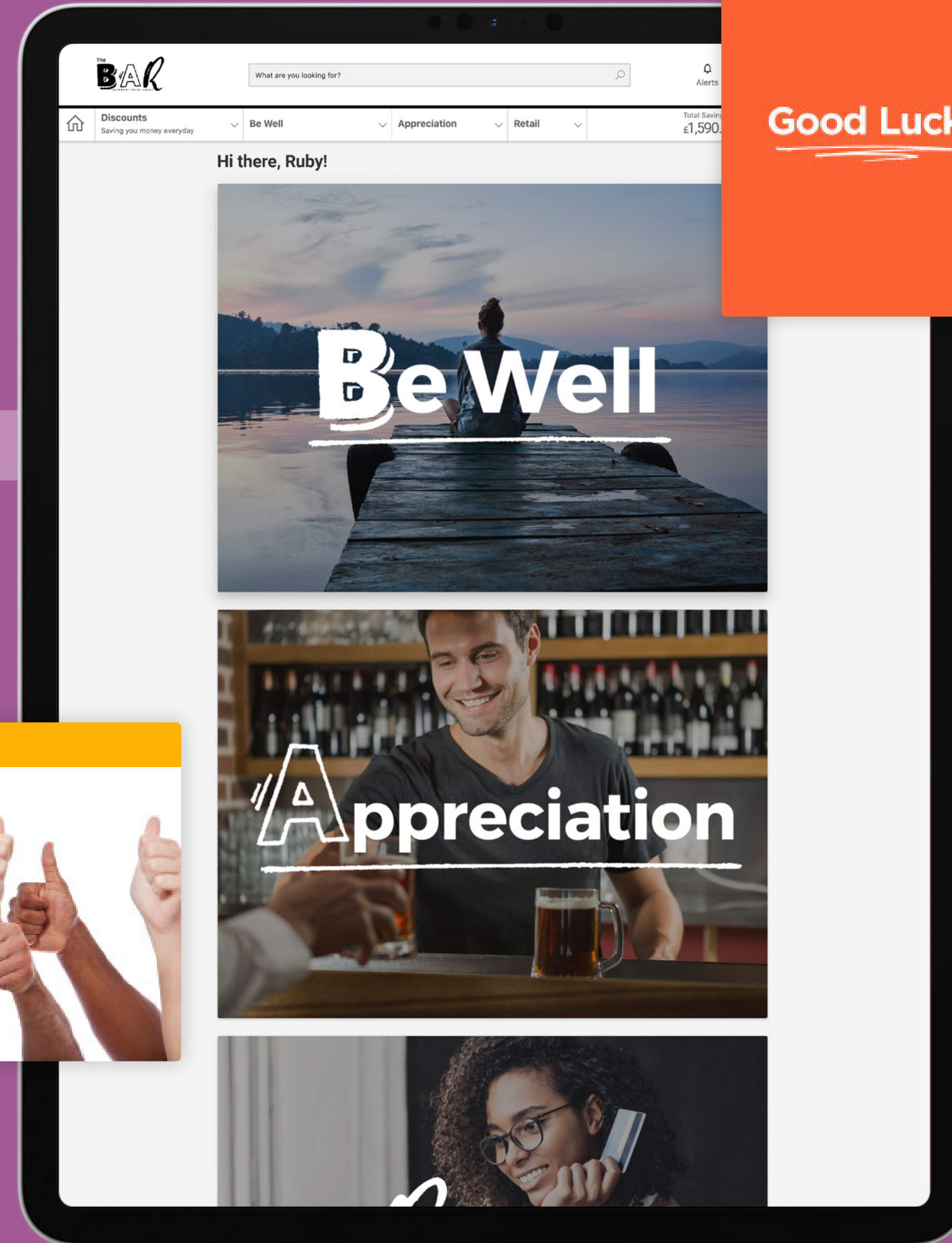
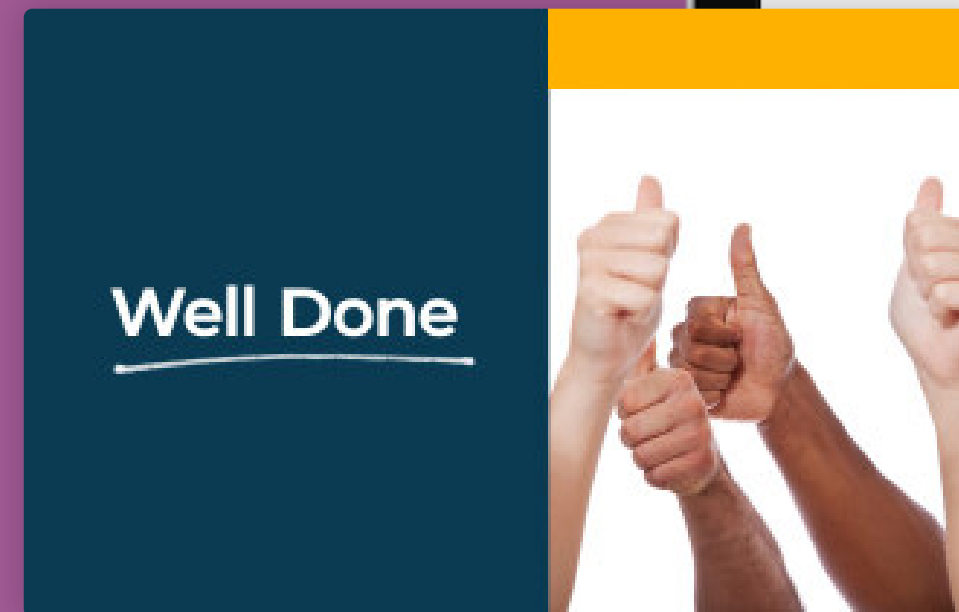


How we helped

Clermont Hotel Group had been struggling with low awareness and engagement with their employee experience platform. As such, the group worked closely with Reward Gateway | Edenred to redevelop the platform, rebranding as **The BAR** to reflect the new company values - **Bold, Adaptable** and **Real**. The team launched a new Wellbeing Centre, **Be Well**, to promote health benefits including guided meditations, information about the Employee Assistance Programme and Mental Health First Aiders.

Other new additions to the platform included instant rewards, delivered via eCards, for employees to recognise others for a job well done, as well as Holiday Trading and the integration of an 'early wage access' function.

Clermont Hotel Group launched the revamped hub as a central part of a wider health and wellbeing strategy, which included introducing new policies to better support employees, a renewed focus on employee forums and a group-wide 'Wellbeing Week' campaign, which saw daily wellness topics being promoted through the new Be Well platform.



What they achieved

The introduction of Clermont Hotel Group's wellbeing strategy has transformed employee engagement and retention, with The Bar providing a central focal point to pull everything together for employees. The platform boasts an impressive **active user rate of 93%**, and in just 12 months saw employees send **1,600 recognition eCards**. In addition, **£72,000 has been spent** by employees in rewards, and **£22,500 saved** through employee discounts.

Since the platform's reintroduction, **staff turnover has reduced by a huge 44%**. Employees across the group are more engaged and motivated, with increased voluntary involvement in staff forums and ESG committees. The transformation was also felt by Clermont Hotel Group's customers, with service scores **increasing to 88%** and the Global Review Index (GRI) reputation score **rising by almost 3%**.



As a result of these efforts, Clermont Hotel Group was recognised as a 'Great Place to Work' in late 2023, and listed as one of only two hotel companies in the top 50 super large organisations by UK's Best Workplaces™. The group was subsequently named as one of the UK's Best Workplaces™ for wellbeing!



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Reward Gateway | Edenred delivers a one-stop-shop for employee benefits, discounts, recognition and reward, employee wellbeing and employee communication tools

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