



Winning strategy example: Best communications strategy for benefits uptake

To bring this to life, we focused on a people-first plan that prioritised connection, recognition and visibility, especially for colleagues without email access. With a 24/7 operation and dispersed workforce, we needed flexible, inclusive tools that actually worked in real life, not just on paper.

We relaunched Connect+, our colleague app, transforming it into the heart of our communications. But this wasn't just a shiny tech upgrade – it was a full-scale collaboration with Reward Gateway, both CEO's, their tech and customer success team and a cross functional group from Greencore. The goal: build on what we had, shaped entirely by colleague insight.

We introduced translations in 70+ languages, access to The Hub, and functionality for colleagues to post their own updates. Connect+ became more than just another tool - it turned into a space to share stories, celebrate wins, watch CEO videos, send e-cards, and get involved in everything from competitions to big business moments.

Recognition is also central. Our Shine Awards, hosted on the platform, are the pinnacle of our recognition pyramid – a chance for colleagues to nominate anyone, in 11 categories. This year, we smashed all previous nomination records. We also launched Total Reward Statements on the platform – clear, personalised summaries showing the value of our colleague's package, from pay and pension to wellbeing support and lifestyle perks. And that was only part of the story.

We introduced Walk in My Shoes, where 80 senior leaders step into frontline roles. We created an activity calendar, for consistent site-wide engagement.

And a welcome booklet that didn't just say "welcome" - it showed new starters where they belong. This alongside all our normal business as usual comms and campaigns.

This worked because it wasn't just top-down or tech-led. It was grounded in colleague feedback and delivered through relevant tools and touchpoints.

