



RewardGateway
the employee engagement people

The Little Book of Engagement Success

Perks / Recognition / Communications / Insights



**Let's make the
world a better
place to work**

When your people are engaged in their work, your organization will thrive

“We are on a mission to make the world a better place to work.”

We do this by helping HR to better connect their organizations to their people. Let's partner to promote what's important to your business and by doing so, make a real difference to your bottom line. One of the hardest and most important steps to the employee experience is to really engage your people and ensure that they love their jobs.

When your people love what they do, your organization will thrive. This is because:

1. Engaged employees make better decisions, because they understand more
2. Engaged employees are more productive, because they like or love what they are doing
3. Engaged employees innovate more, because they want their organizations to succeed

When people have the right communication, recognition and engagement tools they need to succeed in their careers, the results are astounding.

So, let's embark on an engagement journey together...

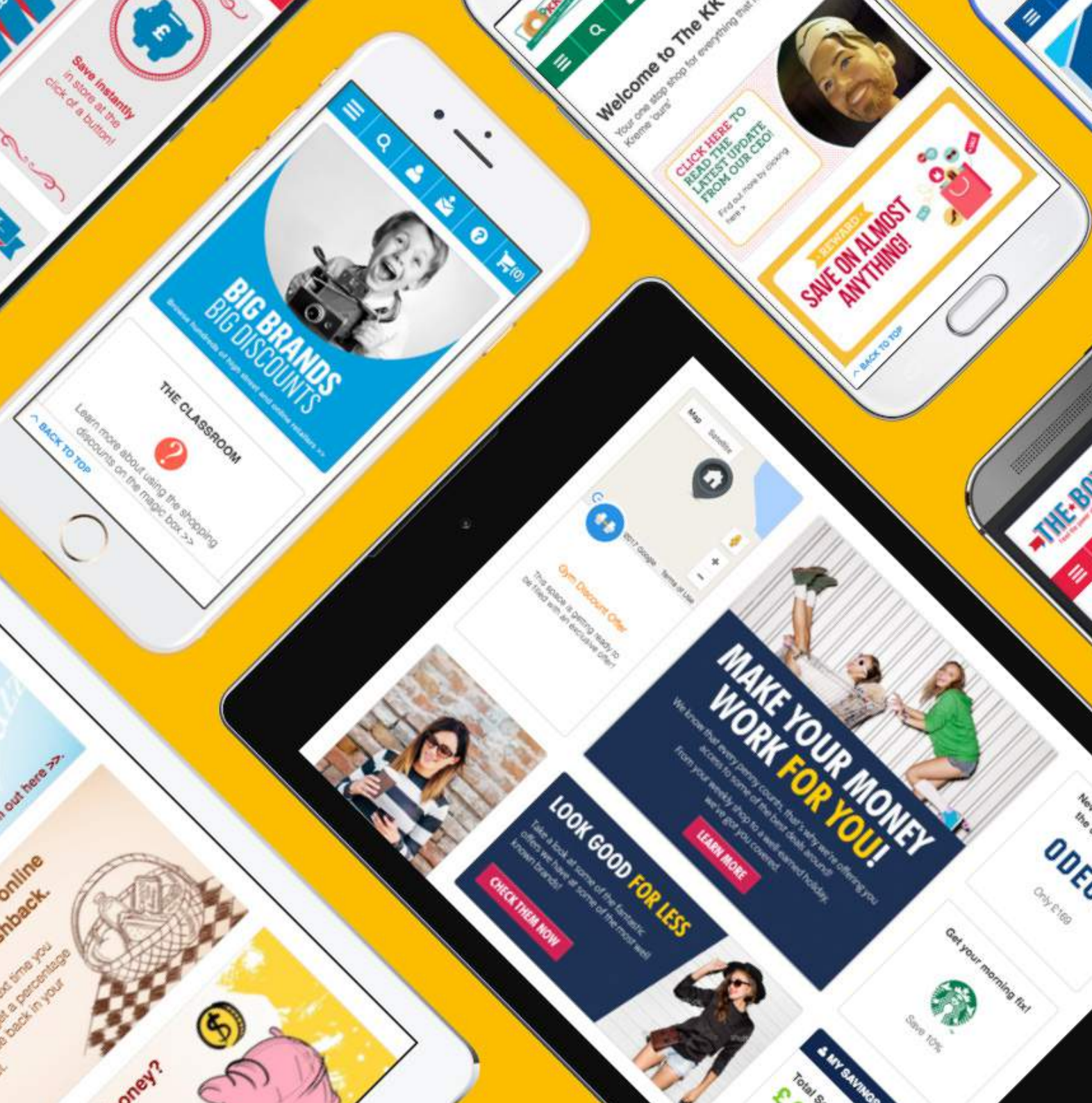
71% of executives

rate employee engagement as very important to achieving organizational success*

Only 24% of the same executives

said their employees were highly engaged*

*Harvard Business Review - The Impact of Employee Engagement on Performance, 2013.



Imagine... an HR platform your employees can't wait to use

Better yet, imagine an HR platform so good that your employees can't stop talking about it.

How do we make this a reality? By ensuring a beautiful user experience.

That's why we built SmartHub® - the online platform designed to deliver beautiful content from you to your people, whatever their preferred device.

What is SmartHub®?

SmartHub® is our employee engagement platform that gives you full control, allowing you to build a program with the right components for your unique employee engagement goals.

Whether you would like a perks hub, a reward and recognition hub, a communications Hub or an all-purpose engagement and culture hub - SmartHub® lets you assemble a beautiful platform quickly and easily, featuring the things that are important to you.

Whatever your current HR initiatives are, we specialize in helping you communicate what is important to your people through the following platforms:



Perks hub



Reward & Recognition hub



Employee Communications hub



Employee Engagement hub

We'll work with you to build a tailored solution that is just right for your people — your branding and your content, with our ongoing support.

We're delighted to share with you how some of our current clients are utilizing an employee engagement platform to connect with their people, no matter where in the world their employees are.

We hope this book may inspire you to start your engagement journey with us.

Five things HR love about their engagement hubs

- 1

Power all your engagement tools with a consistent central message aligned with your business
- 2

Unify your workforce, creating a sense of community with one platform
- 3

Increase the visibility of company messages by delivering them in conjunction with compelling employee perks and rewards
- 4

Gain a real understanding of your return on investment with real time reporting
- 5

Ease of use for your employees with one central place for all company news and updates

Engagement hub

Perks, reward and recognition and communications, in one centralized place

The major pitfall of different engagement tools in different places, is that employees get frustrated with too many passwords, too many places to go and not enough time to figure out what is where.

Your complete engagement hub can be one centralized place for your Employee Value Proposition. An all-in-one platform for everything that makes your business a great place to work. Integrate your values, internal perks, new discounts, leadership team updates, people news, e-learning, e-onboarding and more.

With SmartHub®, you can power all of your employee perks, employee recognition and employee communications through a single tailored platform — one password, one location.

Need a way to track the employee engagement with your company? SmartHub® includes a real time management information system that provides detailed statistics in real time.

Our user friendly interface gives you total control over what your people see, how they see it and when they view it. It will help you tie all of your existing engagement tools together with one central message.

Updating what you communicate about your perks, employee recognition and any other type of company news should be easy. With your personalized and easy to use hub you can edit everything in real time, in one go.

It's that simple.

Company Info:

Industry: Insurance

Number of employees: 2,000

Online: ●●●●●●●●●●

Offline: ○○○○○○○○○○

Male: 👤👤👤👤👤👤👤👤👤👤

Female: 👤👤👤👤👤👤👤👤👤👤

Average age: 36 years

RG launch date: December 2014

Program remit: Complete Engagement Hub including SmartSpending™, AwardNominator™, AwardFilePlus™ and ThankYou eCards™.

Homeserve use their engagement platform to rebuild company culture and company morale

HomeServe had always prided themselves on employee engagement, but an investigation in 2011 led to several reorganizations that had a negative impact on their people. While customer satisfaction was high, employee engagement scores had fallen to 56% - a record low for the business. So HomeServe set out for a strategy to show employees that they were valued in their, and recognized for their contributions.



The company worked alongside Reward Gateway to develop the new perks strategy whereby all their employee perks would be housed in one, easily accessible employee hub named PeopleServe.

The program was accessible for field workers as well as office staff with emphasis on smartphone accessibility and segmented communications. By the end of the first month, 67% of people had registered for the new initiative, and current engagement is close to 90%, with more than half of the field-based staff taking part. Homeserve is now listed as “one to watch” on the Best Companies survey, with a rising employee engagement score of 78%.



Industry: Retail

Number of employees: 800

Online: ● ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

Offline: ●●●●●●●●○

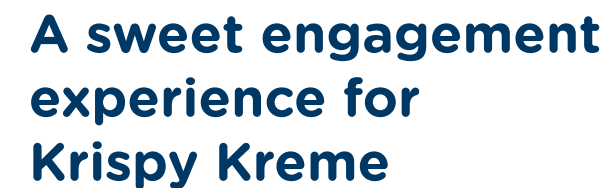
Male: 

Female:  

Average age: 29 years

RG launch date: November 2015

Program remit: Complete Engagement Hub including SmartSpending™, AwardNominator™ and Thank you eCards™



Ensuring messages were reaching employees was challenging at Krispy Kreme, with employees at 21 locations, working various hours. They turned to Reward Gateway to achieve one centralized place for reward and recognition, communications and shopping perks, aligned to their unique culture and company values.

The KK Mixer has given Krispy Kreme a competitive edge in recruitment, along with an enhanced Employee Value Proposition.



Employees registered on the KK Mixer



Nominations to the Bowtie awards



Increase in
engagement results

Perks Hub

All of your company perks, in one place

Employee perks programs have always been at the heart of what we do at Reward Gateway. While effective as a retention and engagement tool, they’ve also proved to be a great way to positively reinforce your brand to both employees and their key influencers - their families.

SmartHub® will drive engagement with all of your existing and new perks by making everything accessible to employees from a single place.

And how will we get people there in the first place? With SmartSpending™ , a product available on the SmartHub® platform.

SmartSpending™ offers unbeatable employee discounts at hundreds of your people’s favourite retailers. From department stores to cinemas, concerts, fashion and technology retailers, home loans, holidays, gyms and much more - SmartSpending™ allows you to significantly increase your employee’s disposable income.

And how can SmartHub® help?

SmartHub® brings your existing perks to life for your employees. In minutes, you can create beautiful content for your people to engage with. Whether it’s parental leave or an employee assistance program, SmartHub® keeps all your perks in one, easy place for your people to visit time and time again.

Every business has an area of their workforce that’s hard to reach and engage. SmartSpending™ has an extensive range which means we have maximum relevance to all of your employee demographics, at all locations. SmartHub® lets you target specific perks at certain groups of employees to ensure maximum relevance.

It’s about making that user experience seamlessly beautiful.

Five things HR love about our perks hubs

1

Ability to host existing and new perks information all in one place

2

Access to unbeatable discounts at premium retailers - our secret sauce that increases your employees’ disposable income and keeps them returning day after day

3

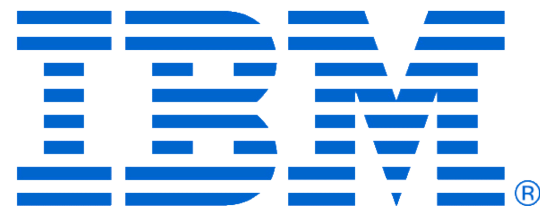
Access to real time reporting on everything that matters

4

Tailored communications for maximum reinforcement of your employer brand

5

Ability to segment particular perks and messages for certain employee groups - your people will only see what matters to them



Company Info:

Industry: Technology

Number of employees: 7,500

Online: ●●●●●●●●●●

Offline: ○○○○○○○○○○

Male: 👤👤👤👤👤👤👤👤👤👤

Female: 👤👤👤👤👤👤👤👤👤👤

Average age: 35 years

RG launch date: May 2015

Program remit: Perks hub with SmartSpending™



An immersive perks hub for IBM

Originally looking to launch a discounts only platform, IBM quickly realised the value in SmartHub® - a place to house all the perks they offer their people.

IBM's IT workforce love that SmartHub® is perfect on every device and accessible anywhere. The results have been so outstanding that IBM have also been considering a phase two communications hub.



50%

Return on investment in savings by employees



4.5k

Number of perks ordered



70%

Employees engaged with SmartHub®



Company Info:

Industry: Banking

Number of employees: 1,500

Online: ●●●○○○○○○○○

Offline: ●●●●●●●○○○

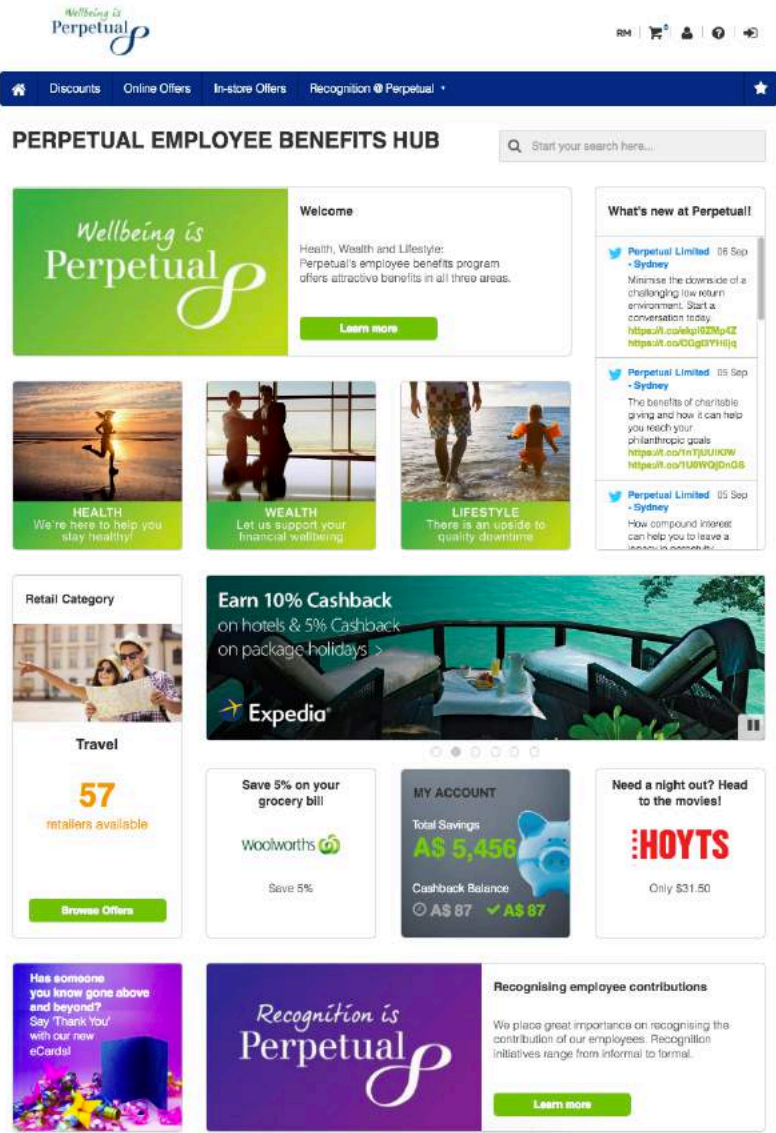
Male: 👤👤👤👤👤👤👤👤👤👤

Female: 👤👤👤👤👤👤👤👤👤👤

Average age: 35 years

RG launch date: April 2013,
relaunched with SmartHub® in April 2015

Program remit: Perks hub with
SmartSpending™, Instant Awards™ and
Thank you eCards



Personalized,
tailored perks hub
for Perpetual

In April 2015, Perpetual worked with Reward Gateway to launch a revamped employee perks program. They launched SmartHub® to enhance their Employee Value Proposition and gain a competitive advantage. Perpetual employees are tech savvy and have high smartphone usage. Implementing a program that looks beautiful on every device (smartphone, tablet, & desktop) was a key engagement goal for Perpetual with their relaunch.



250%
Increased usage
after SmartHub®



60%
Increased smartphone
usage after SmartHub®



4k

Number of perks
ordered

Employee Recognition Hub

Recognizing employees who have lived your values

Recognition given for high performance is the most impactful employee engagement driver amongst organizations today*.

Organizations that give regular thanks to their employees far outperform those that don't. We'll work with you to tailor and adapt a reward and recognition platform that is just right for your people and the culture and values you are working to cultivate in your organization.

Instant management recognition

InstantAwards™ - Empower your managers to recognize and reward the efforts of their team. You'll have full control with this integrated self-service product, while creating a positive working culture that makes your employees feel valued. Plus, you have the option of your own tailored printable certificates - perfect for team celebrations or offline workforces.

Peer to peer recognition

Thank you eCards - Thank you eCards - saying thanks goes a long way in letting someone know you value their work. We'll design thank you cards for you, recreating your company values. Employees simply log in, select a thank you card, personalize it and send. Simple!

AwardNominator™ - It's nice to be recognized for hard work, right? Our purpose built nomination forms allow employees the chance to acknowledge the success of their fellow colleagues and nominate anyone for their outstanding work.

Recognition of service

Whether it's for a long service award or anything else, just send us a list of who you'd like to reward and watch your employees smile when they receive a company branded, personalized email, congratulating them on their achievement.

When your people are rewarded for their hard work, they will be inspired to do great things for your business. Come on the engagement journey with us and let us take the complexity out of your reward strategy for you.

**Harvard Business Review - The Impact of Employee Engagement on Performance, 2013.*

Five things HR love about our employee recognition hubs

- 1

No more administration heavy award processes — let the system do all of the work for you
- 2

Keep your finger on the pulse with real-time end to end reporting
- 3

Choice of award redemption for employees — no messy points systems, no catches or tricks
- 4

Built from the ground up allowing you to tailor the award criteria to reflect your culture and values
- 5

Enables your managers to positively reinforce employee behavior — easily and immediately



Company Info:

Industry: Construction & Engineering

Number of employees: 7,100

Online: 100%

Offline: 100%

Male: 100%

Female: 100%

Average age: 35 years

RG launch date: November 2012
launched with SmartHub® in May 2015

Program remit: Reward and recognition hub inclusive of Instant Awards™, AwardNominator™ and Thank you eCards



A pure recognition hub for Thales

Reward Gateway already hosted Thales discounts platform with 84% engagement. After surveying their people, Thales received feedback that the culture of recognition needed vast improvement.

So, they launched the very first recognition only platform, showcasing how to really move the needle in terms of a thank you and recognition culture.



1.5k
New registrations after SmartHub®



200
Nominations made



1,099
eCards sent



Company Info:

Industry: Banking

Number of employees: 1,200

Online: ●●●●●●●●●●

Offline: ○○○○○○○○○○

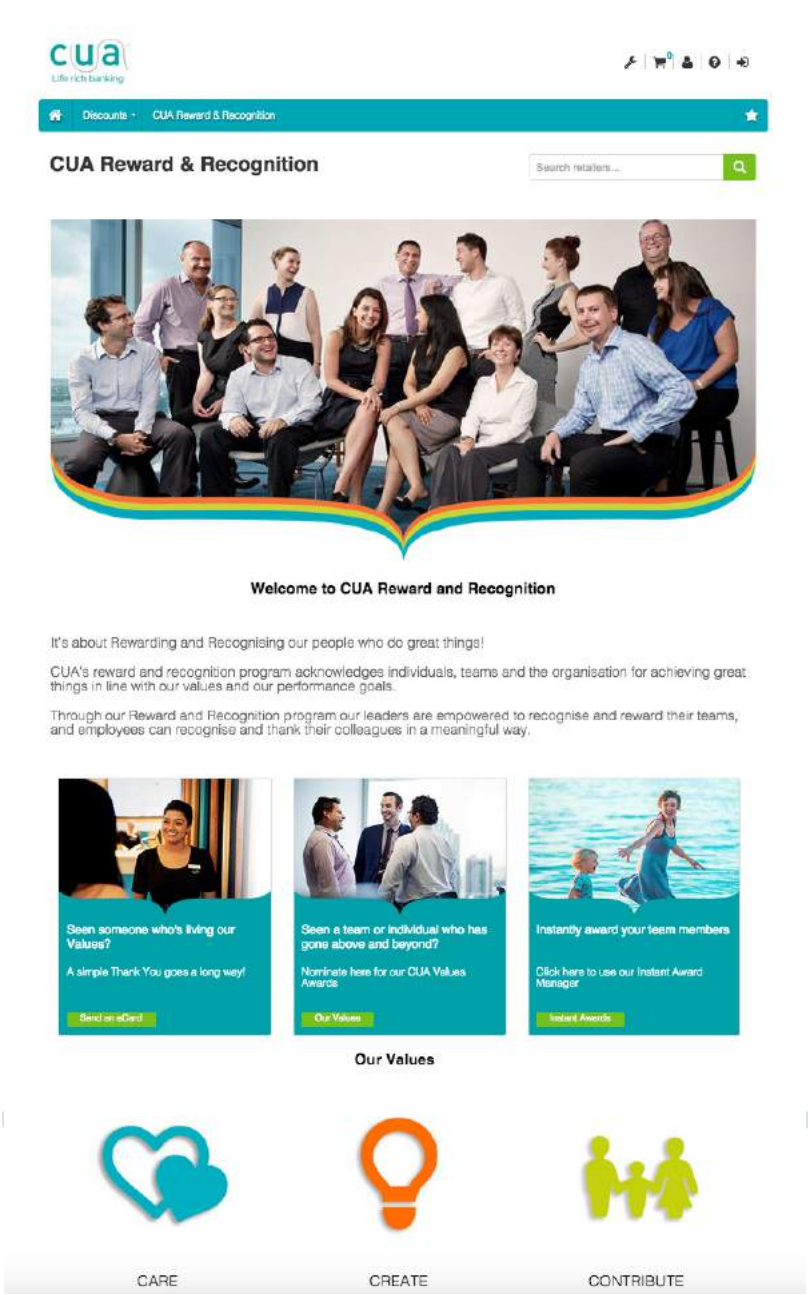
Male: ●●●●●●●●●●

Female: ●●●●●●●●●●

Average age: 35 years

RG launch date: January 2013

Program remit: Recognition hub with SmartSpending™, InstantAwards™, AwardNominator™, AwardFilePlus™ and Thank you eCards



A recognition platform for CUA

After twelve months of success with a perks only hub, CUA embarked on a second stage engagement journey, focusing on a culture and values relaunch.

CUA are a recognized Best Employer and maintaining this status is top priority. An integral part of this is a successful recognition hub with instant management and peer to peer recognition. The proof is in the results!



1k
eCards sent



81%
Employees engaged with SmartHub®



2k
Nominations made

Communications Hub

The right communications, at the right time, for the right people

Imagine a business with no outdated company newsletters. A place where your communications can be updated in real time, in line with your employer brand and objectives.

With SmartHub®, your communications are built on a platform where your people are updated instantly.

We reviewed employee communications usage by our 2.5 million users and found that employees want access in their down time, not in their leisure time. And because of this, smartphone access is absolutely key. With SmartHub®, we'll help you build a single platform that your people love so much. It's the place that they visit on the commute to work on their phone and on their tablet at home.

SmartHub® assists you to:

Communicate company news and announcements

Create articles in a blog like format. Communicate leadership team updates, values, job roles, upcoming events, new sales - whatever is important to your people.

Communicate with your people in a beautiful way

Host video content, imagery and text that reflects your company's brand palette and language.

Communicate to the right people, at the right time

Target employee groups and present information that is important just to them. Show your new starters a video message from the CEO while your sales team sees where they're at with their quarterly targets.

Plus, you can preset communications to go live whenever it is right for your business.

And the best part is that it looks just as beautiful on a smartphone or tablet as it does on a desktop.

Morning (6am-9am) 47% of visits are on smartphone or tablet*

Work (9am-6pm) 68% of visits are on desktop*

Evening (6pm-9pm) 55% of visits are on a smartphone or tablet*

**User experience statistics from Reward Gateway's current client base - 1,300 programs, over 3 million employees. Correct as of February 2017.*

Five things HR love about our communications hubs



Simple and easy to edit in real-time — no more relying on IT to make changes for you



Communicate company news and announcements in real time



Schedule news stories to go live in advance



Built with user experience in mind - beautiful on every device and easily accessible from anywhere



Target news at specific employee groups for increased relevance

Company Info:

Industry: Retail

Number of employees: 1,000

Online: ●○○○○○○○○○○○

Offline: ●●●●●●●●●○

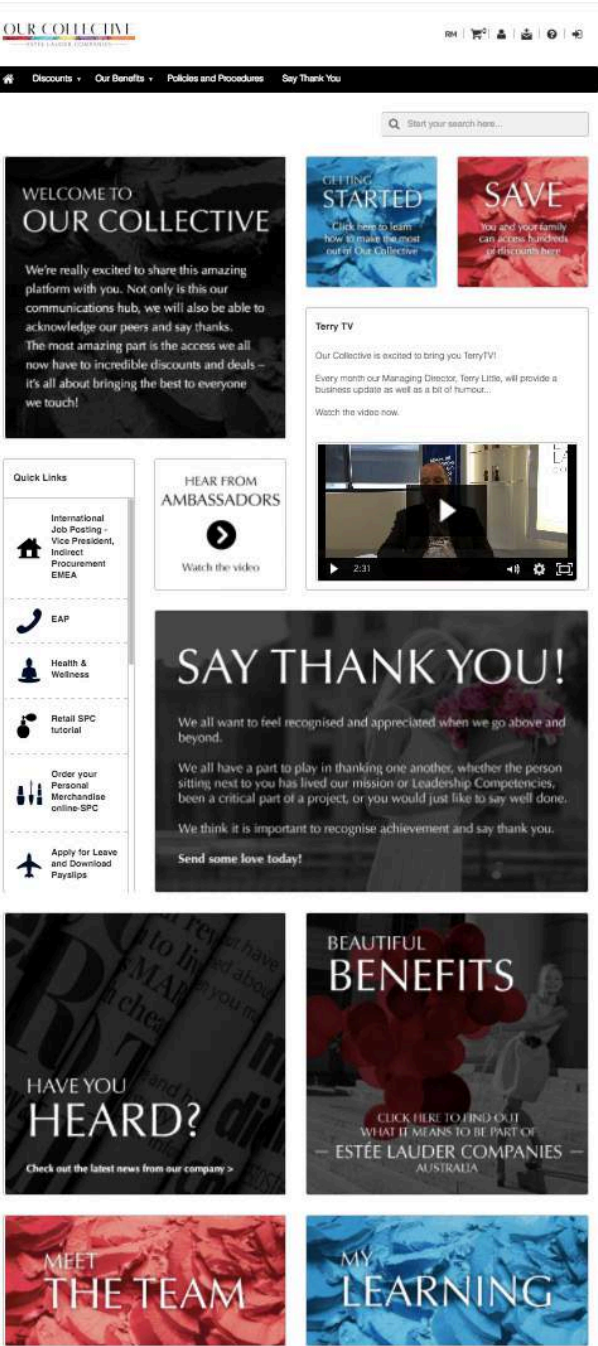
Male: ●●●●●●●●●●

Female: ●●●●●●●●●●

Average age: 32 years

RG launch date: July 2016

Program remit: Communications hub with Thank You eCards and SmartSpending™



Connecting employees with Estée Lauder

In their 2015, employee engagement survey Estée Lauder employees asked for a solution that could enhance their pay and perks, allow them to reward and recognize a colleague and assist them to communicate better with Estée Lauder employees across all brands.

So Estée Lauder launched Our Collective, one centralized tool for all the elements that make Estée Lauder an amazing place to work.



88% Employees viewed “Meet the Team” pages



65% Employees engaged with SmartHub® on launch day



85% Employees view Our Collective on their smartphone

Consult

Building you your perfect SmartHub®

Our consultants are dedicated to understanding your engagement goals. Whether you are looking to build your Employee Value Proposition, your brand, reinforce your values, create a culture of thanks, enhance your perks or increase your connection with your people, we want to listen to you. We will put together a team of engagement experts to deliver

your HR needs. As a united team, we'll build you a bullet proof, tailored engagement platform that will blow your people out of the water.



"We are passionate about consulting with you to understand your business and tailor a solution to your key engagement challenges".

Manjuri Layne
Director of Sales

Engage

Our Client Success Managers are communication heroes

Your Client Success Manager is responsible for understanding what success looks like to you and then delivering a strategic, long term employee communications plan to deliver your goals. We know very well that one blanket message simply doesn't work for entire workforces so your Client Success Manager will identify the perfect messaging for your different employee

groups. Your Client Success Manager will become part of your business - they'll become an advocate of your culture and help implement your communications plan.



"I love the challenge of working with my clients to figure out how to communicate with all of their different employee groups, even the ones that are hard to reach. The best part is when HR receive their management information on their program through their SmartHub® and call our team with excitement about their growing engagement statistics".

Michael Reitsema
Director of Client Success

Implement

Before we even begin work on your SmartHub®, we'll get to know your people

It's the job of our Implementation Specialists to craft a program that is unique to your workforce. They will make sure that your hub is completely on brand and aligns to your engagement objectives. We also obsess about every detail of your employees' experience with your SmartHub®. The last step for our Implementation Specialists is to make sure

your SmartHub® is fully functional on all devices. Whether on a smartphone, tablet or desktop, we need to ensure the user experience is fantastic with every visit.



"We are here to work with you to understand your people, your engagement objectives and your company's culture and brand. We want to make your life easier, so as soon as we've got all of that down pat, we'll do the rest of the work for you!"

Emma Sugden
Senior Implementation Specialist

Support

Information and help at your fingertips, 24 hours a day, 7 days a week, 365 days a year

From our Consultants, to Implementation Specialists and Engagement Managers, you will be assisted throughout your entire engagement journey with us. Each step of the way you can trust that you will be working with experts in their fields. The support doesn't stop there either. Behind the scenes you have - **a Dedicated Client Support team 24/5 at your HR team's disposal.**

24/7 Employee Helpdesk, instant live chat support, for your peoples queries.

Whatever it takes to service your people and your business, we will ensure it happens at any time of day, anywhere.



"Our global client support team are trained to make the lives of HR Managers easier. We've trained and developed a team of support specialists that can take the administration off HR's hands and produce beautiful, functional pages and programs with fast turnarounds"

Ana Yordanova
Head of Support, Plovdiv



About Us

Find out who we are

Founded in 2006 by entrepreneur Glenn Elliott, our technology is used by more than 1,300 clients including American Express, Unilever, Samsung, IBM and

McDonald's to engage their employees. Reward Gateway powers employee communications, employee recognition and employee

perks through a single employer-branded hub, known as SmartHub®. Available in 196 countries, SmartHub® allows organizations to choose how

they communicate with their employees to attract, engage and retain. We have offices in London, Birmingham, Sydney, Melbourne, Boston, Plovdiv and Skopje.

We are proud to have serviced over 3.5 million employees from 1,300 employers over a diverse range of industries.

Why our clients love us, in their own words



Sally Park

Head of People
Krispy Kreme

“

Reward Gateway are our proactive partner in pushing the boundaries in employee engagement. They provide dedicated expertise and support that has been instrumental in transitioning our HR communications to a branded culture driven platform that our employees love engaging with.

”



Olivia Parrish

Group Head of HR
Haines Watts

“

I feel incredibly supported by Reward Gateway and really enjoy working with my team there. When something isn't as successful as we had hoped, they listen to my feedback and quickly come up with new solutions. They're tireless in making sure the product works for my business as an individual rather than a one-size-fits-all solution. We have a really positive relationship and, for me, that sets the Reward Gateway team apart from other providers.

”



Andy Pope

Associate Director
Performance & Reward
People, Performance and
Culture
KPMG

“

Reward Gateway is our partner in engagement, integrating our perks and recognition solutions with our other people initiatives. Their solution allows us to reach our people at an individual level, making them feel valued for their contribution to KPMG.

Reward Gateway provide us with the elements essential for success, including real-time analytics, an easily customisable platform and fantastic customer service.

”



**We're so excited to embark on an
engagement journey with you!**

Get in touch with us today!

(617) 463-9654

engage-us@rewardgateway.com

www.rewardgateway.com/contact



RewardGateway
the employee engagement people

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Design by **Leonie Williamson**

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and various other sources as cited throughout

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