



Industry:
Communications

Number of employees:
5,000

Average age:
36

Male to female ratio:
48:52

Online to offline ratio:
100:0

RG launch date:
November 2012

Programme remit
Employee discounts

Engagement platform strengthens employee perception and employer position in competitive industry

Discovery

Communications is the world's #No. 1 nonfiction media company reaching more than two billion cumulative subscribers in over 220 countries and territories. Reward Gateway provides the company's engagement platform to 5,000 employees in both the US and the UK.

The challenge

Discovery's challenge is to support the business's ability to attract, motivate and retain top creative talent within the competitive media industry. This is particularly difficult with a young workforce (majority Generation X and Millennials).

The company's objective over the last few years has been to get into the Fortune 100 Best Companies to Work For.

Discovery's careers pages highlights this commitment "aiming to attract, development and motivate the best people in every corner of our company so that we can ignite curiosity in audiences in every corner of the globe."

The approach

Discovery knew that the solution to motivating and retaining top talent lay in creating a strong employee culture. As part of their commitment to shaping a healthy and balanced workforce, they chose Reward Gateway to provide an integrated engagement and wellness hub for their 4,000 U.S. staff.

In the UK, the company's previous voluntary discount service had limited take-up and the benefits team had received negative employee feedback regarding the program. Reward Gateway was appointed to launch a new, higher-quality discounts hub in the UK in November 2012. Within 1 year, the initiative was performing excellently, with 72% of employees registered. The decision was taken to leverage the success of the UK offering and introduce the hub in the U.S. to support Discovery's global reward focus.

Reward Gateway offered Discovery the opportunity to create a benefits brand and tailored hub to host information about national and local discounts in one place, signifying easy access for employees. Being able to tailor the messaging and identity of the portal presented a medium for nurturing the employer-employee relationship.



The U.K. brand



The U.S. brand

With 10 different locations in the U.S., Reward Gateway helped Discovery develop a thorough and wide-reaching communication strategy using posters and emails in pre-launch and launch communications. A workplace social media tool Yammer was also used to create a buzz and capture the attention of Discovery's young workforce. A teaser campaign was put in place two weeks before launch to raise excitement and get maximum visibility.

The results

The combination of different creative techniques to increase engagement amongst its 4,000 U.S. based employees has succeeded in getting the attention of their workforce, with 50% engagement within the first 6 months.

The company succeeded in its goal and was named as one of only two media companies in the 2014 Fortune Top 100 Best Companies to Work For.

“We believe that the addition of Reward Gateway’s engagement portal to our comprehensive benefit package has strengthened both our employee’s perception of their benefits and our position as an employer of choice in the media industry.”

Karen Kinzett-Evans

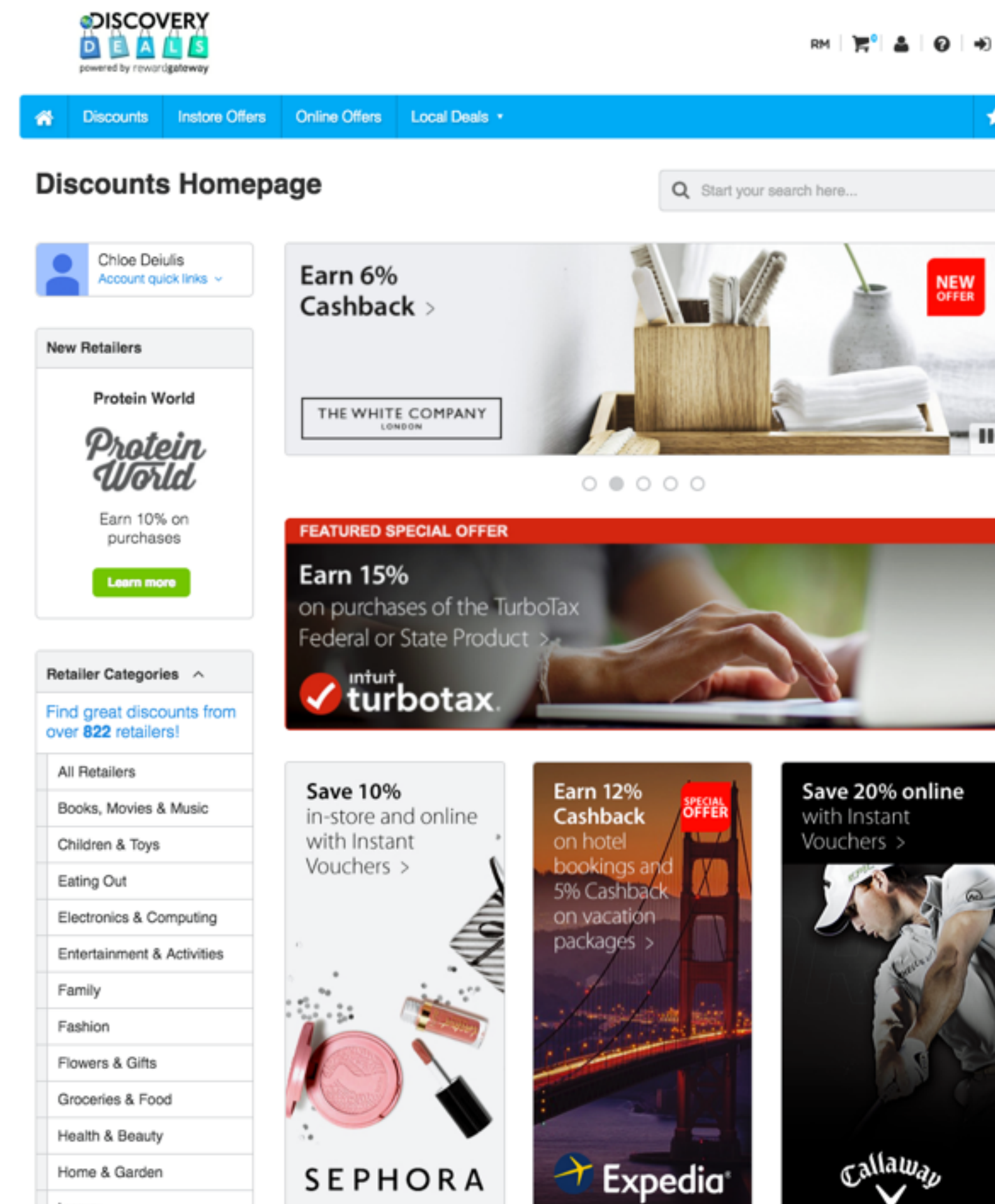
Director of International Compensation and Benefits
Discovery Communications

50%
of employees signed up within the first six months

Recognized
As one of only two media companies in 2014 Fortune Top 100 Best Companies to Work For

800+
Retailers featured on platform with competitive discounts

The hub



Discovery Deals is an example of a discounts platform offered by Reward Gateway, the global leaders in employee engagement.