



Client Launch Spotlight



Education | 400+ employees

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Sesame Lane is a family-owned group of early education services that has been proudly supporting families in the North Brisbane area for over 30 years. The company maintains a network of 14 childcare centres across the region and a large population of frontline employees.

Retention as a key challenge

With the childcare and early education sectors thriving, there's more competition than ever when it comes to hanging onto an organisation's best people. Sesame Lane had to think creatively and put something in place that would encourage staff to choose it over other options. So the organisation asked its employees directly exactly what they wanted – and acted on it.

The motivation

Sesame Lane hasn't had a problem finding great, creative ideas for engagement initiatives – the problem was that so much was done manually. That made it hard to roll out programs, deliver quick recognitions, achieve consistent messaging and engage all staff with their full range of benefits.

Industry: Education

Number of employees: 400+

Platform features: Employee reward and recognition, employee communications.

When investigating platform options, Sesame Lane's team realised there was much more to an engagement platform than the reward budget.

With Reward Gateway, Sesame Lane now offers its employees a peer-to-peer recognition program that uses values-based eCards, as well as 'Years of Service' rewards and a wellbeing centre.

The platform customisation process is supported by Reward Gateway's ready-to-go, curated content and functionalities, ultimately saving the HR team significant time and resources.



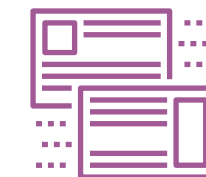
Just over a year after launch:



Nearly \$16k
employee savings
since launch



60%
reward redemption rate



2.8k+
eCards sent and received

eCard recognition

The peer-to-peer recognitions have far exceeded expectations. As a group of 14 centres, it's typically been tough to connect managers and staff and to shine a light on the great work being done in different locations. Since launch, employees have sent more than 2,800 eCards.

With the social wall in 'Laneways' - what Sesame Lane calls its engagement platform - the recognitions aren't just quick and easy, they're also seen by the entire company. That often creates a chain reaction where people from other centres chime in.

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Our managers love it, too, because they have the ability to give out awards to staff as and when they see fit, whether that's to our operations team, frontline staff or other line managers. I know personally when you receive a card that says 'Thanks for all you do,' it touches your heart.”

Head of Sesame Lane



Managing the R&R budget

Before even adopting the platform, Sesame Lane earmarked a designated pot of reward money for each centre – but it's found that it's not spending it at anywhere near the anticipated rate, even though redemption rate is above 60%. People are finding it so valuable to get a personalised pat on the back.

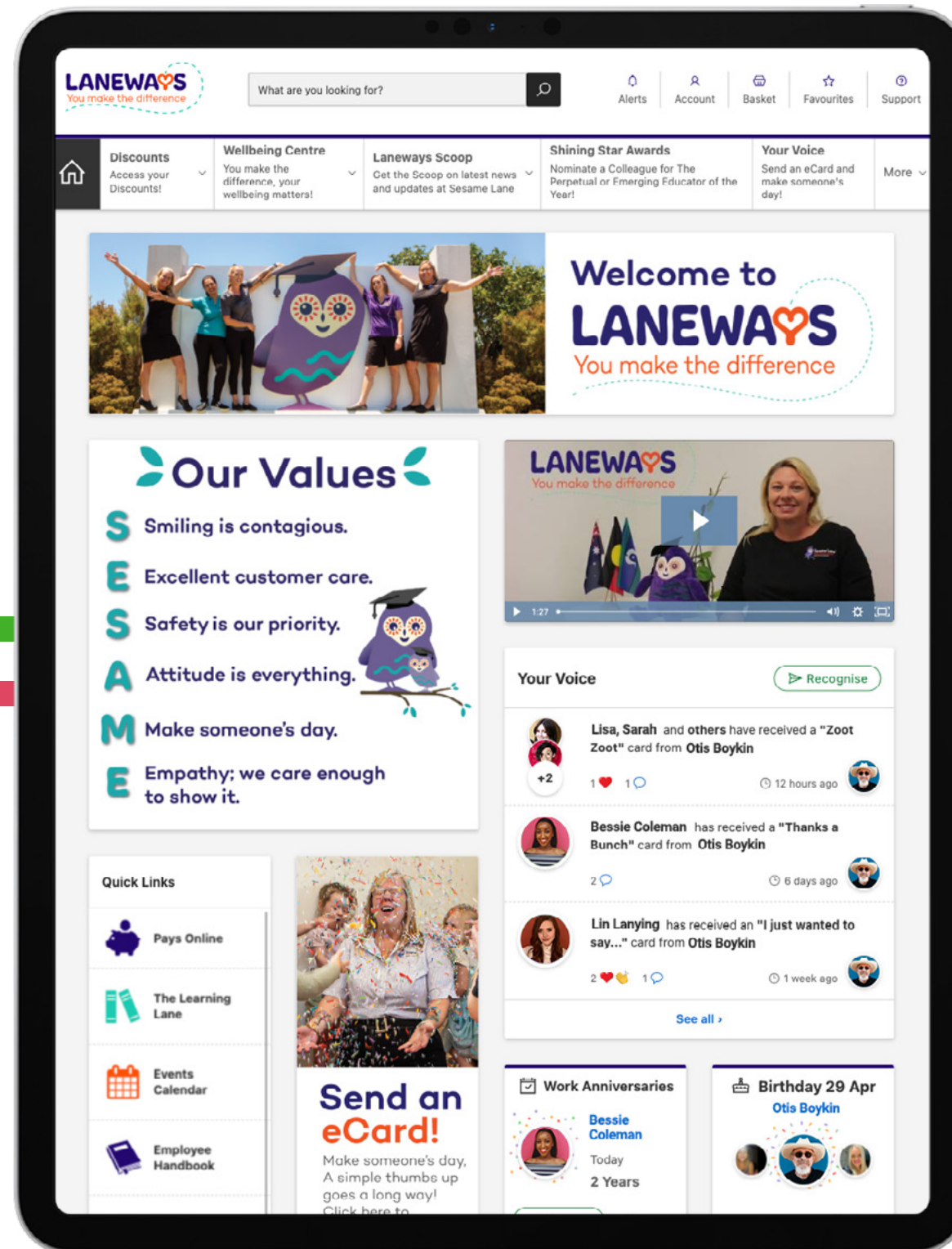
The organisation has also seen additional ROI from the discounts and cashback benefits program, saving employees nearly \$16,000 since launch.

The secret to 95% deskless registration and 70% active use

The short answer: **Centralisation.**

Most of Sesame Lane's employees are working with kids and focussed on care, but it's clear that people want to be better connected and feel like they're part of a community. When more employees started signing up to the platform, it had a snowball effect, with more and more staff talking about the functionalities and sharing their thoughts with others.

Staff also use Laneways for payroll questions or to search for new internal vacancies as and when they come up. And the Discounts Marketplace has been a big draw for employees, especially when they realise the sheer range of different services and retailers where they can save some money.



About Reward Gateway

Reward Gateway helps companies engage, motivate and retain people – every day, all over the world. Partnering with over 4,000 companies in 23 countries, we empower more than 8 million employees to connect, appreciate and support one another to make the world a better place to work. Our unified employee engagement hub provides the best of recognition, reward, surveys, benefits and discounts that support the overall wellbeing of our clients' employees, enriching their talent acquisition, retention and values-driven growth. Our clients include American Express, Unilever, Samsung, IBM, McDonald's and more.

