



## Client Launch Spotlight



Education | 1,200+ employees

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We feel more **connected** to our teams out in the field than we ever have before.

**Story House Early Learning is an early education provider of safe, supportive environments for children to grow and learn. The organisation operates approximately 40 sites throughout the east coast of Australia, employing over 1,200 staff in total - 97% of whom are offline workers, and largely women under 40.**

### The challenge

After a period of rapid growth, going from 10 to 20 to 30 locations within a short time, Story House needed to find ways to minimise staff turnover and maximise retention. With employees fearing a loss of personal connection between leadership, management and the frontline workers delivering its services, Story House began its search for a solution that would appeal to a completely dispersed and primarily Millennial demographic.

**Industry:** Education

**Number of employees:** 1,200+

**Platform features:** Employee reward and recognition, employee communications.

### The mission

Although Story House prides itself on providing children a sense of belonging through its services, team members didn't have a place to share that same community feeling.

**Facing a lack of connection to its full employee value proposition, the company partnered with Reward Gateway to create a platform - called 'Main Street' - where the HR team shares all the educational and pedagogical successes happening every day throughout the organisation.**

This visibility allows educators to learn from one another and share experiences and practical tips.



**300**

blogs published

**17k** views

**1.3k** reactions

**400+** comments



**1.3k+**

eCards sent between staff



**90%+**

user base



**4% increase**

in staff happiness



**11% increase**

in staff recognition

## Establishing priorities

### 1 Internal communications

The organisation wanted to give people the chance to celebrate each other's successes and highlight the extraordinary efforts made by staff every day. Things like video content and bite-sized pieces have been really well received because it appeals directly to its younger workforce demographic.

### 2 Recognition

The eCard system has proven very popular, with staff sending over 1,300 recognitions since launch - all linked to the organisation's core values.

### 3 Centralisation

Main Street is a comprehensive, approachable hub that puts everything in one place, while also seamlessly linking to the other systems and information staff rely on as part of their everyday jobs. Even though the vast majority of employees don't use a laptop at work, they're now choosing to log into the mobile app on their lunch break or in their own personal time.





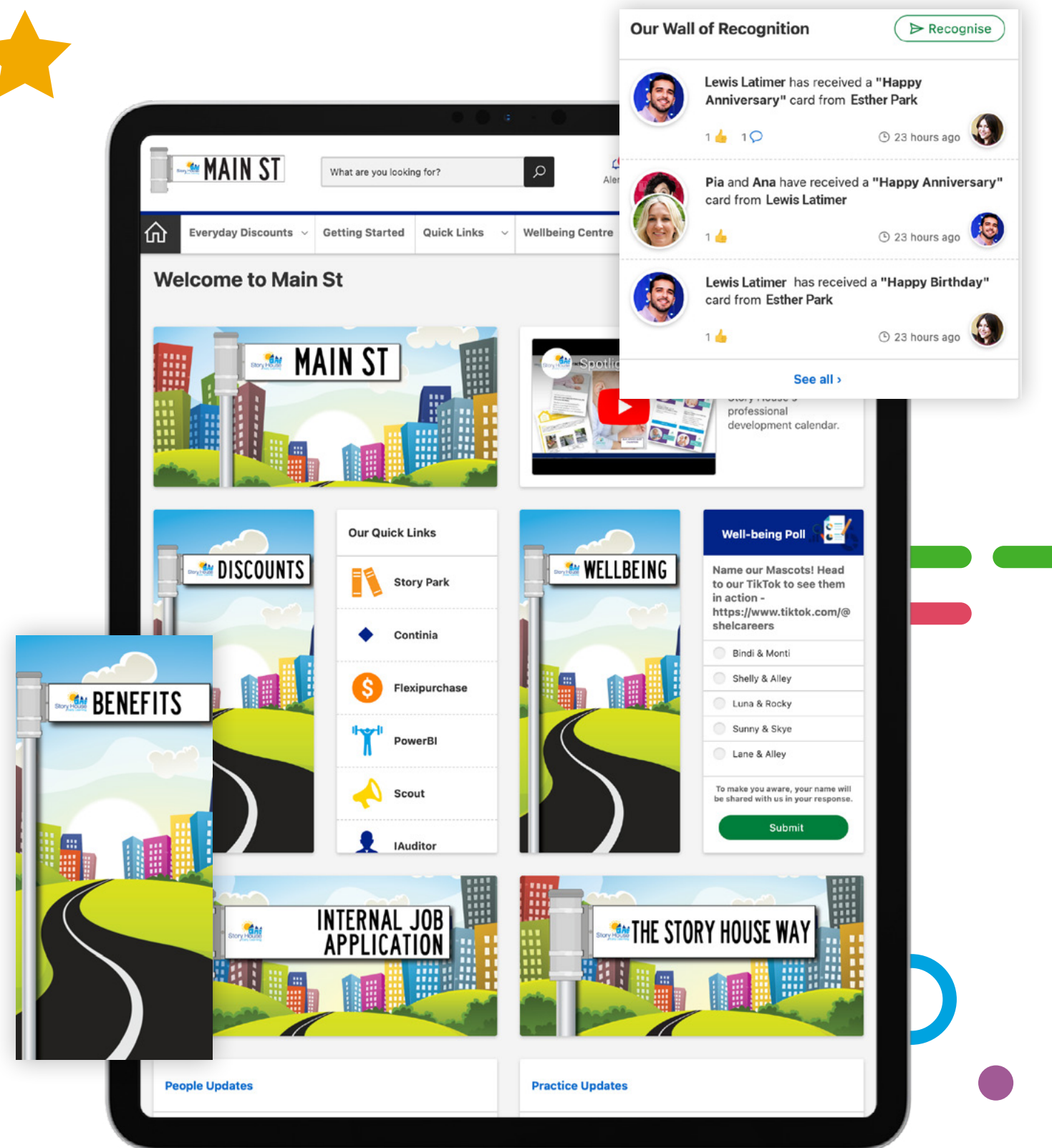
## The results

Story House runs a full-staff anonymised survey three times a year, which encourages people to write honestly. After platform launch, the organisation saw a big uplift in response rate. It also saw quick increases in its eNPS rating only three months after launch.

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We feel more connected to our teams out in the field than we ever have before. We get an instant, transparent sense of what's going on every time we log in. It's become the barometer for culture that we always wanted.”

**Head of People & Culture,  
Story House Early Learning**



## 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.

