



**RewardGateway**  
the employee engagement people

# 5 Stories to Inspire Employee Recognition Success

How five organisations powered their people strategy through innovative recognition programmes



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# Introduction

Hi,

I'm Jenni Yates, Head of Client Success at Reward Gateway and I help lead the Client Success Team, who love working with our clients and want to be a part of introducing an engagement solution to attract, engage and retain employees. One of the ways we do that is through our employee reward and recognition programmes (or as we like to say *recognition* and reward programmes). I believe that innovative recognition programmes are key to building a culture of continuous recognition and showing appreciation for your employees in all areas of your business.

What's more, the right kind of employee recognition can drive forward alignment with your

organisation's mission, purpose and values *plus* encourage behaviour that leads to greater business value — and that's a winning combination any HR professional (or business) would love to achieve.

But while our research shows that more than 70% of employees say motivation and morale would improve if employers simply said “thank you” more, just over half of those employees feel like their boss could **do more** to appreciate them. Employee recognition isn't just a “*nice-to-have*,” it's a “*must-have*” employee engagement driver that can help reduce turnover, increase productivity, boost company morale and improve collaboration. And the good news is that we've

seen these results within our own client base.

Reward Gateway offers a variety of strategic employee recognition programmes that many of our 1,800 clients provide to their people that help drive business value and hit key deliverables on many organisations' overall people strategy.

Let's walk through some of these success stories together.

To better engagement,

## **Jenni Yates**

Head of Client Success

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# How to Build a Continuous Culture of Recognition and Reward



# Introduce a recognition programme that gets employees excited about saying “Thank You”

When managers and peers facilitate continuous recognition, they contribute to higher levels of employee engagement and productivity. But there’s a disconnect — **54% of employees** don’t feel their boss does enough to appreciate them.

Our own suite of recognition and reward programmes (remember, we put the recognition *before* reward) helps you showcase achievements across your team and employees with meaningful moments of recognition, while embedding recognition within your company culture with on-the-spot tools accessible anytime, anywhere. What’s more, our recognition

tools help connect your people to your purpose, mission and values by highlighting the behaviours that drive your business forward. Here’s a look into what we offer:

 **Peer-to-peer  
employee recognition**

Our peer-to-peer employee recognition programme offers tailored eCards to fit every organisation’s unique goals and brand. Anyone can send or receive moments of recognition to showcase moments of values-driven behaviour, celebrate a big (or small!) win or welcome new team members on board. The possibilities are endless.

 **Social  
recognition**

Employee recognition is most effective when others can share in that special moment, and that’s easy to do with social recognition. eCards and other rewards are displayed on a real-time feed of moments of recognition, where employees can interact with eCards and other awards by reacting with an emoji, commenting to lend support or tagging others in comments to extend the conversation.



## Instant award delivery

Empower managers with dedicated budgets to recognise their top performers with rewards redeemable at hundreds of national retailers, from everyday purchases to entertainment, travel, fashion and beyond. It'll be a reward your employees will actually *want* to use. Plus, recipients can redeem their reward on the spot, anytime and anywhere thanks to a smartphone and tablet-friendly design that they can shop with.



## Peer-to-peer nominations

Do you hold a peer-to-peer company award programme such as Employee of the Month? Make it easy to manage and approve through our employee reward and recognition programme. Use creative solutions to celebrate employee wins and milestones which reflect the unique culture and business challenges your company faces, across all levels.



## Customised awards

Whether it's for a service milestone 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, personalised email, congratulating them on their achievement.



### More real-life stories at G2 Crowd

Every day more of our clients share their tales on G2 Crowd's technology review website. Check it out at [rg.co/g2crowd](https://rg.co/g2crowd)

# What do our clients love about our recognition and reward hubs?

- 1.** No more administration heavy award processes – let the system do all of the work for you
- 2.** Seamlessly integrate recognition and communications all in one place by starting conversations on the spot
- 3.** Choice of award redemption for employees to suit different lifestyles with hundreds of vendors to choose from
- 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 behaviour – easily and immediately

Here are just some of the ways other companies have used our employee recognition programmes to make a true impact for their people, and for their business...

Thales uses continuous recognition to involve age-diverse workforce and achieve an engagement score of 72%

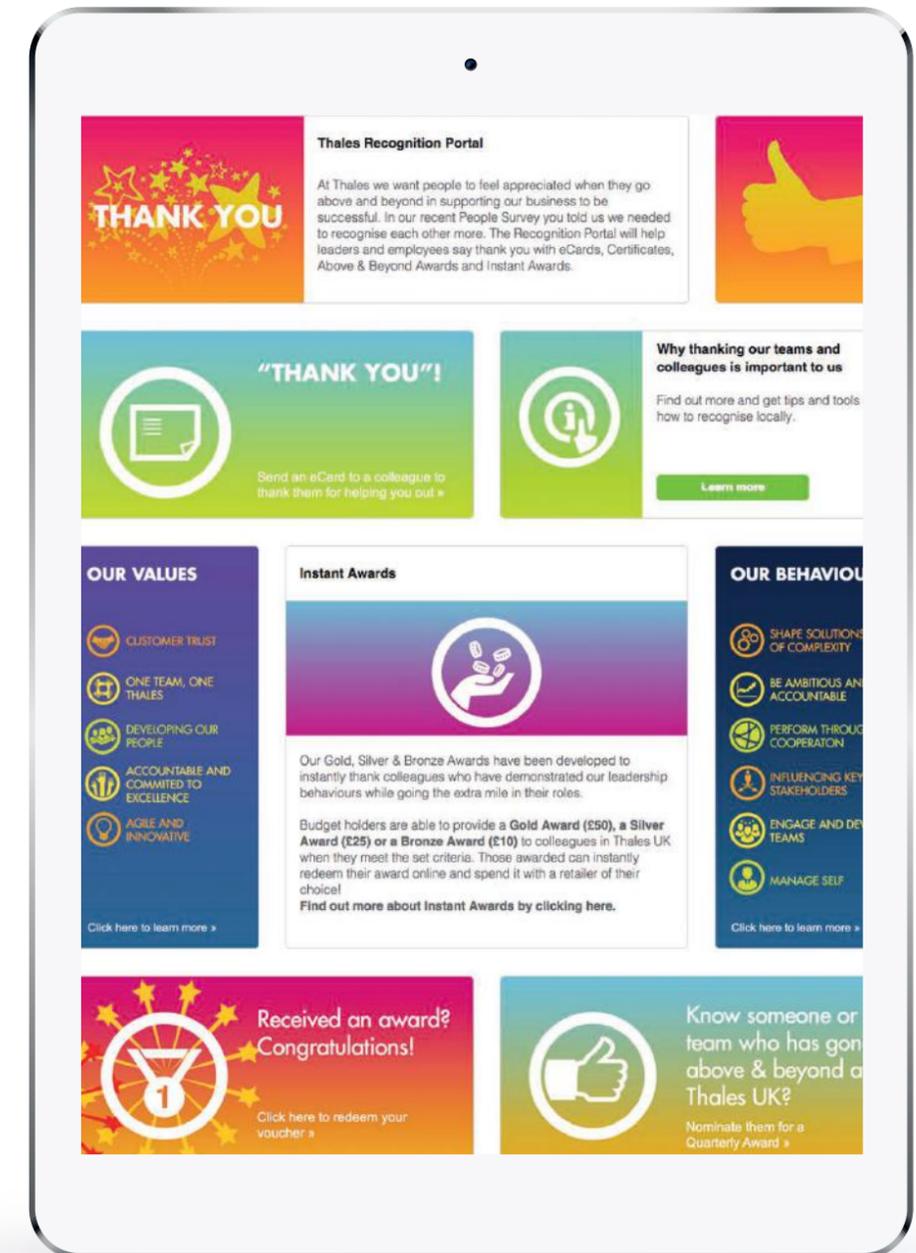
In 2014, Thales initiated an annual people survey, which highlighted that employees didn't think saying "thank you" was part of the Thales culture. Managers, in particular, felt that they didn't have the discretion to reward their employees for going the extra mile. The feedback inspired Thales to put together a project team to implement a robust recognition offering which would link to organisational behaviours and business performance.



A main goal for Thales was selecting a recognition programme that appealed to people of all ages, since 41% of employees were over the age of 50. After carrying out research and analysing the data, the team came up with a recognition strategy which would best reflect its culture and people.

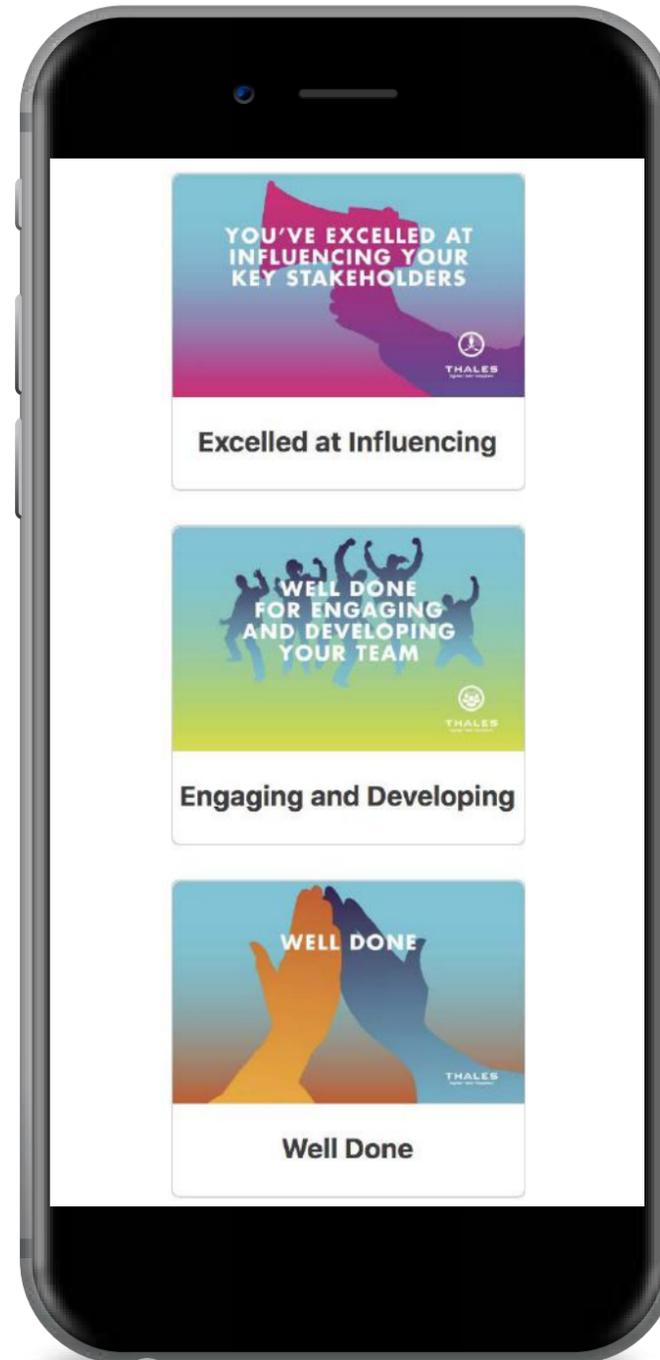
Thales was already working with Reward Gateway and using its discounts platform, but decided to add on to its offerings and

## The platform



launch a branded, colourful recognition hub with peer-to-peer eCards and monetary awards. This also launched with a “Recognition toolkit” – a key piece to help educate employees on the importance of recognising colleagues and how to do it.

To gauge the recognition platform’s success, Thales initiated another annual survey post-launch. Within the first year, the company’s engagement score increased by 10% and rose to 72% and continues to increase. Thales is continuously monitoring trends across the business with Reward Gateway’s analytics tool to find ways to improve the offering and celebrate the successes of those who work there.



## The results



**2.5k**

branded eCards sent among employees since launch



**10%**

increase in overall engagement score in the first year



**57%**

increase in amount of monetary awards sent by managers



## Employee engagement platform drives business through strategic recognition tools

Ever since HomeServe was established in 1993, it's had the aim of being the first place people turn to for home emergencies and repairs. Its diverse workforce is based across the UK, with over 400 field-based engineers, office-based support functions and a contact centre.

HomeServe's key challenges focussed on culture, fairness and consistency. In particular, fairness and consistency had become a problem since multiple

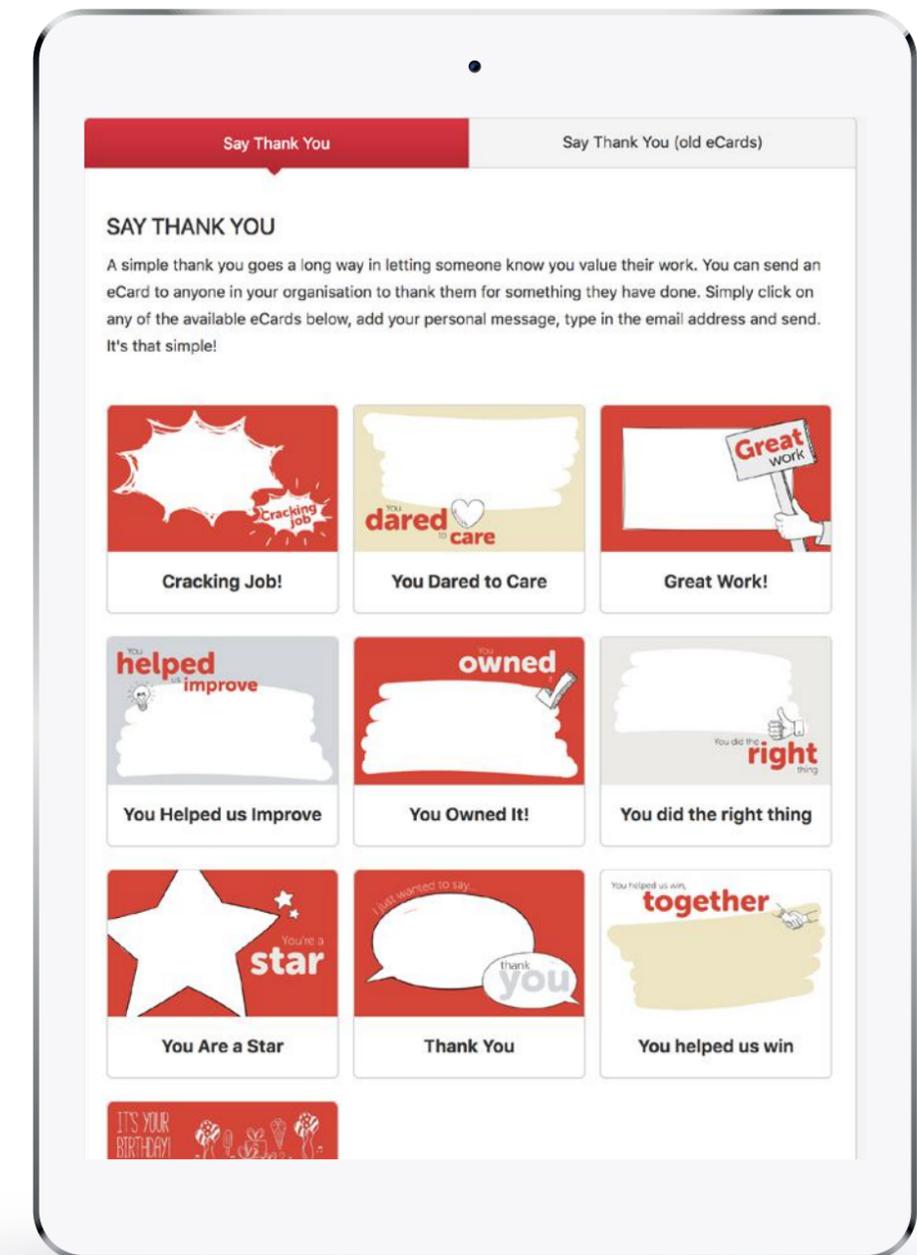
acquisitions led to inconsistent employee benefits. With engagement scores falling to 56%, HomeServe realised a change needed to be made.



HomeServe was looking for an easy-to-use platform to help make its people feel valued and appreciated and offer all employees consistent benefits.

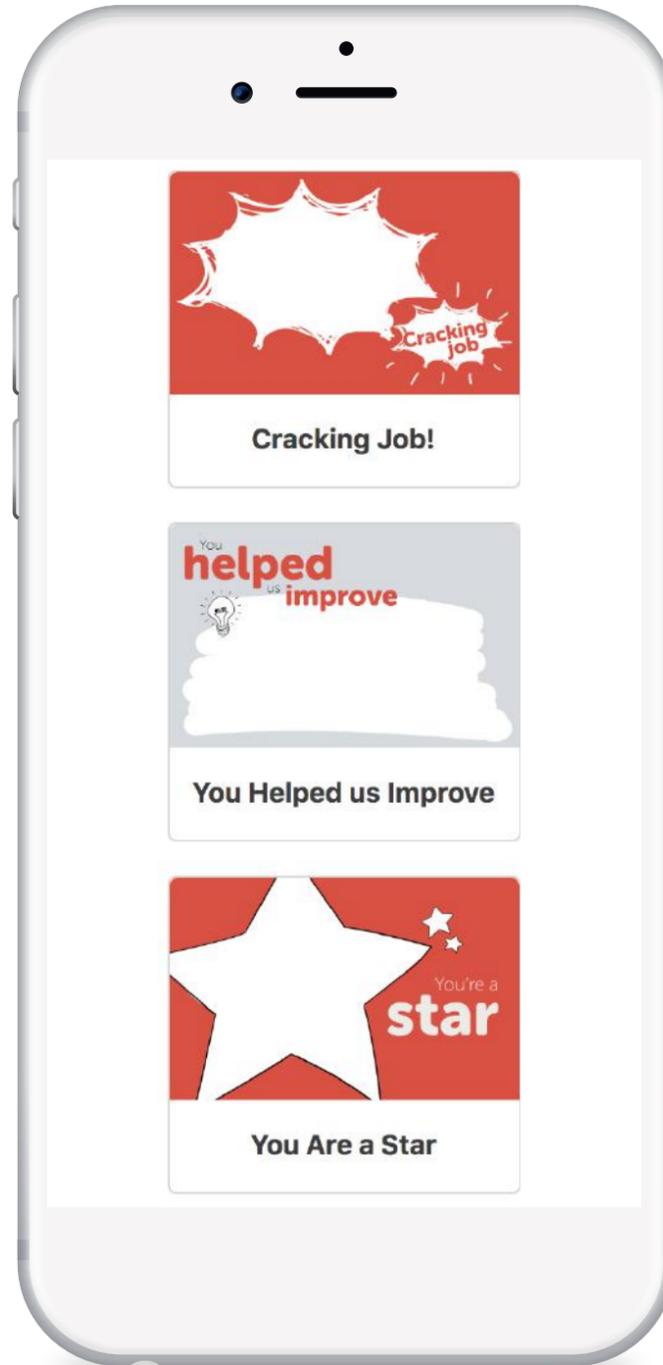
Overall, HomeServe wanted to build a thank you culture and promote it as being "A Great Place to Work." To gain additional buy-in from key areas of the business,

## The platform



HomeServe created a project group to engage its people with the process as much as possible. During the launch of the employee engagement platform, there were fun competitions, launch communications including posters and messages, and communications sent to leaders and managers to inform teams.

Due to the success of HomeServe's launch communications, 33% of its workforce registered on the platform in the first day, and nearly 90% of the workforce was registered within the first six months. HomeServe's recognition scheme encouraged more than 120 new registrants and more than 8,000 eCards sent among employees.



## The results



**33%**

of employees registered by the end of the first day



**86%**

platform engagement only six months after launch



**8k**

eCards sent within first six months



## Watford Community Housing uses employee recognition to decrease employee turnover by 15%

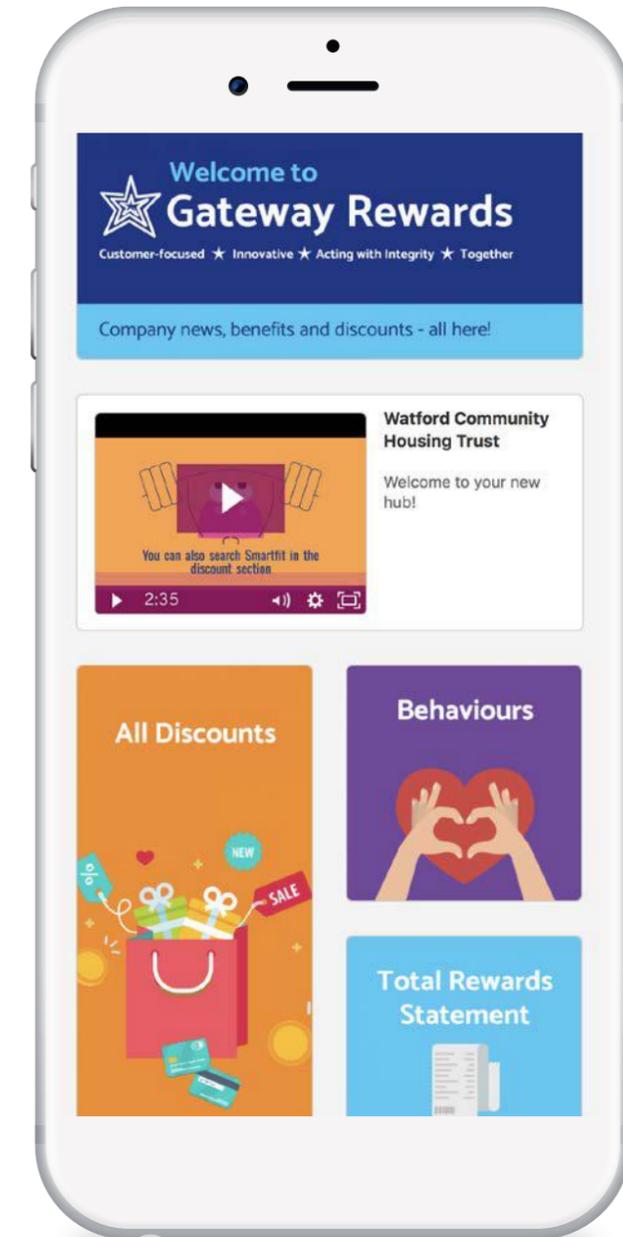
Established in 2007, Watford Community Housing is a housing association which owns and manages nearly 5,000 projects in South East London. The HR team has recently undergone a transformation and so has the engagement of the staff. The team's motto is "our role is not to make the business deliver HR, but to empower it to deliver," and its challenge lies in increasing employee engagement in a housing association which is in the midst of a third year of government-imposed rent reductions.



Along with attracting and recruiting top talent and developing and supporting staff to reach their full potential, Watford Community Housing had one main goal in mind: Retain and reward its staff.

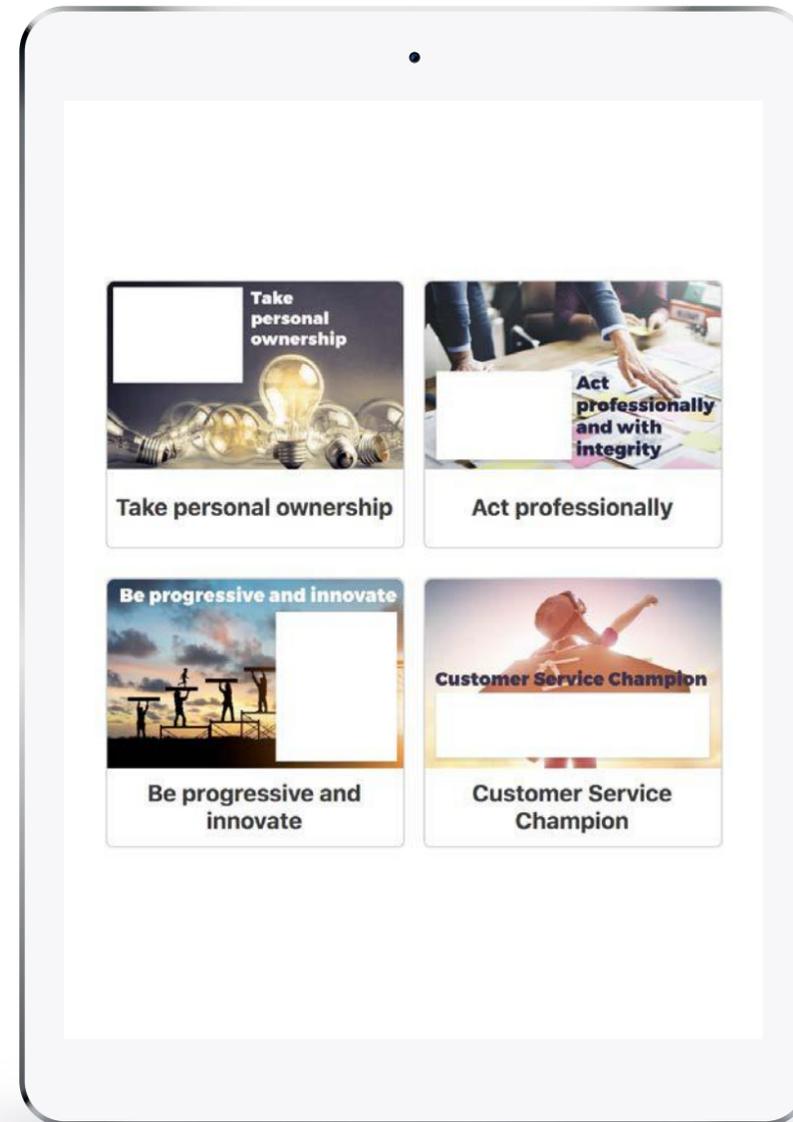
The organisation had a recognition strategy in place with Reward Gateway but it was clear that it needed some revamping to bring clarity, reduce turnover, engage staff and increase usage of the platform called Gateway Rewards.

## The platform



All members were sent engagement course training to gain greater buy-in from line managers, establish a communication strategy and foster trust between managers and employees. A new recognition strategy was launched with the input and feedback from the new and improved Gateway Rewards, reaching the diverse workforce with monetary and non-monetary recognition.

This new recognition strategy had a multi-layered approach, with weekly, monthly, quarterly and anytime rewards – from physical postcards to Director’s awards to eCards to performance – related pay. Employees could even spin a wheel as part of an exciting monthly opportunity to win a prize. These moments of recognition were both peer-to-peer as well as manager-led and led to an increase in employee engagement and a decrease in employee turnover.



## The results



**£9.5k**

ROI delivered annually after new recognition strategy



**Revitalised**

recognition strategy to connect entire workforce



**15%**

decrease in employee turnover



## Home Group streamlines reward and recognition offerings by automating its approach and aligning channels

Home Group is a social enterprise charity and one of the UK's largest providers of high-quality housing, and supported housing services and products. In 2016, the company launched a five-year business strategy, consisting of four main goals, including "Reward and Retain brilliant people."

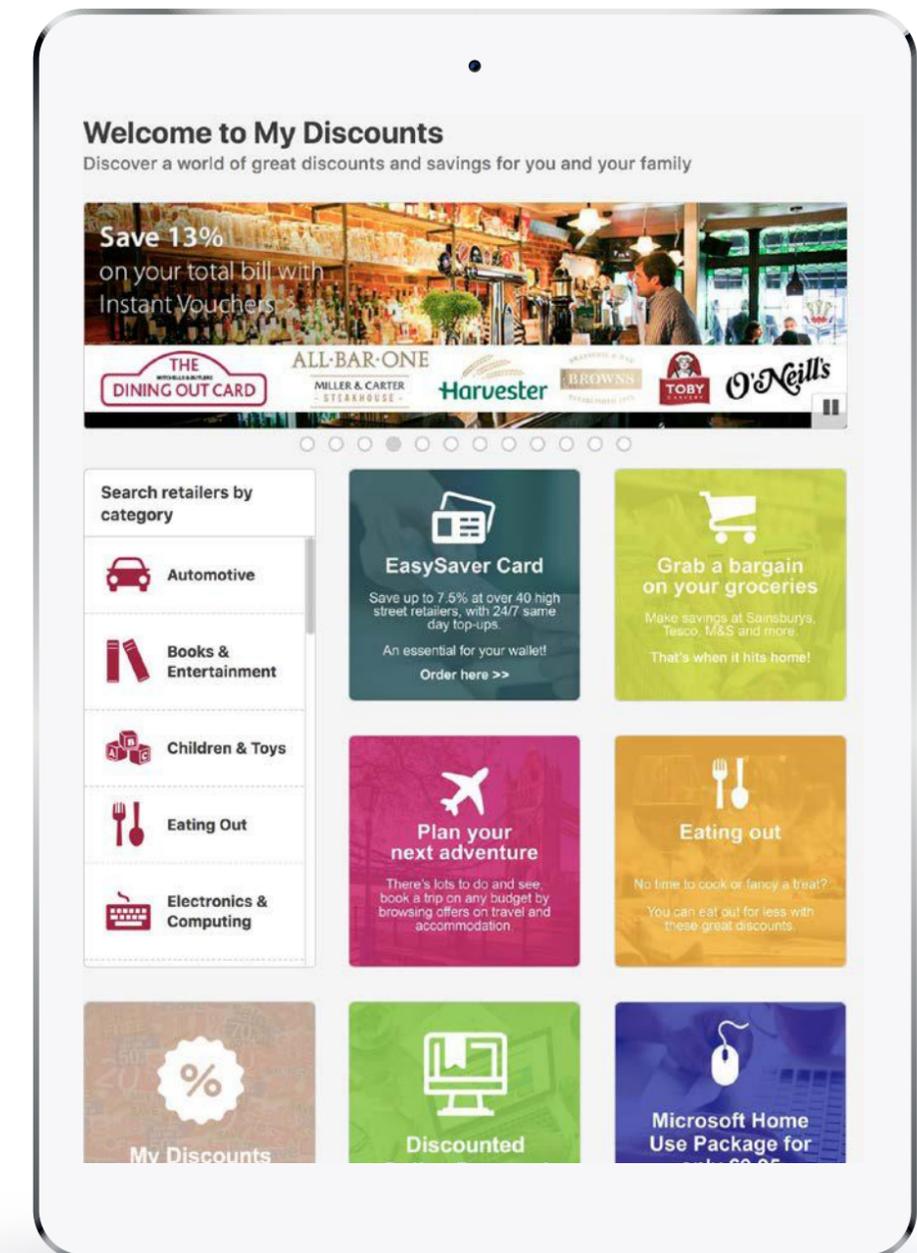


Home Group has always had a strong culture of recognition, but wanted to empower managers and colleagues to be intuitively collaborative and actively recognise and reward one another with flexibility and ease.

With this in mind, Home Group decided to link its existing discounts programme with Reward Gateway with a new and improved reward scheme to support its overall People Strategy through its engagement hub.

The company's Value Ambassadors led a monthly reward initiative, called the "monthly Home Hero panel," where

## The platform



the top 20 employees received an award. These awards were linked to My Discounts, which automated the approach and aligned recognition channels to the benefit offer, keeping everything streamlined and all in one place.

Alongside the new monetary awards, Home Group also sought to revamp some of its custom awards, shortening the length of its long-service award to five years, and also introducing “Innovation Ideas,” which rewards employees that directly impact the business strategy - the winning ideas are awarded £250 to spend on My Discounts.

Another quarterly recognition scheme called “Dream Team” allows for peer nominations, where the winning team receives £500 to spend on a celebration of their choice (like visiting a museum or going bowling), along with a shout

out and a signed certificate from the company’s CEO. To add to the growing list of recognition initiatives, Home Group also refreshed its “on-the-spot” reward scheme by putting in place a dedicated budget to easily reward employees.

Building on an already strong recognition culture has allowed Home Group to continue evolving its strategy and look for new, innovative ways to recognise and reward its workforce in different ways.



## The results



### Built

a culture of continuous reward and recognition



### Combined

rewards and discounts in one easily accessible place



### Introduced

peer-to-peer team nominations



RSM UK uses branded employee engagement platform to build culture of continuous recognition

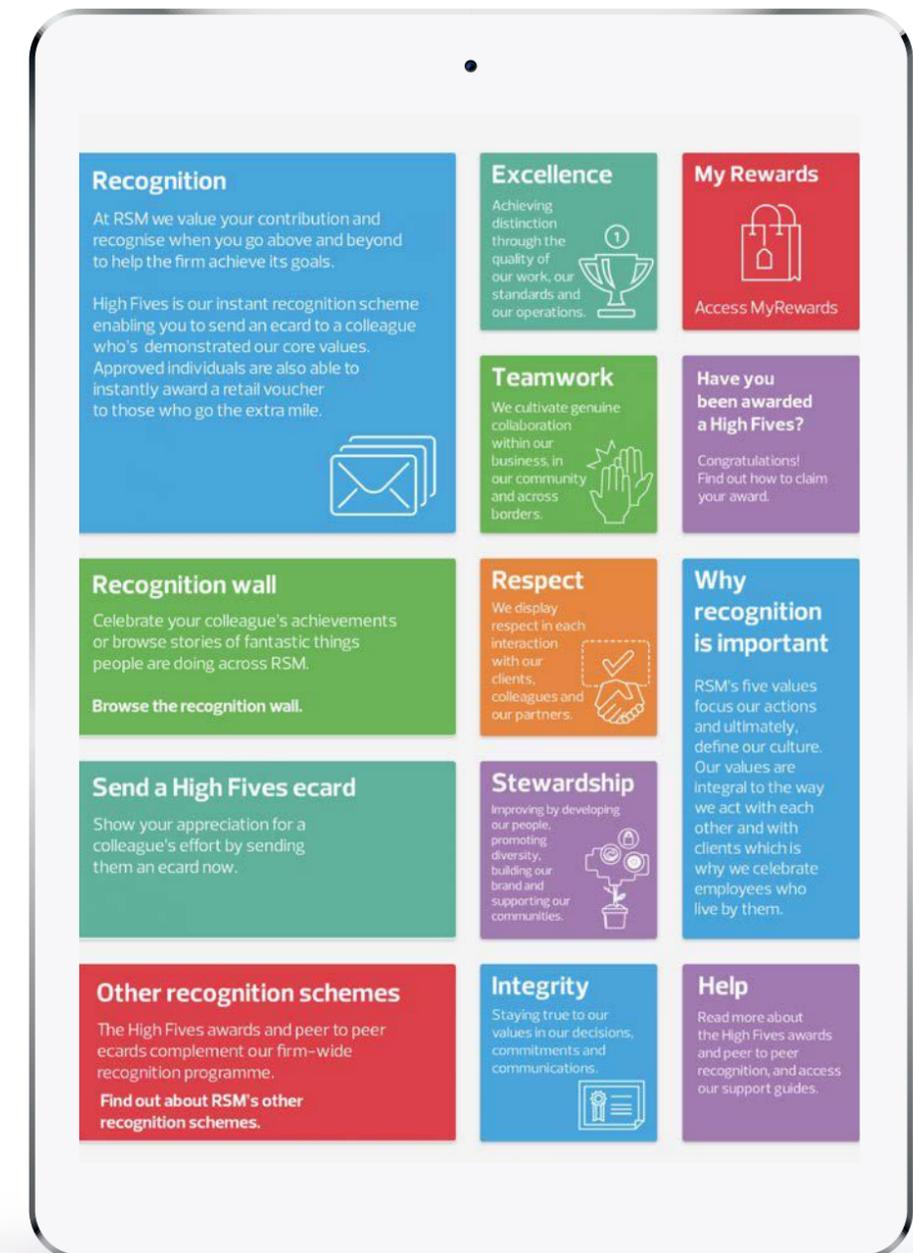
RSM UK's 2016 employee engagement survey, covered topics like the firm's values, career development, communication, and recognition and reward. After analysing the data, the organisation discovered that employees valued the formal recognition schemes in place, in particular the annual profit share and top performer's bonus schemes.

What the team learnt was that a more consistent, flexible and informal recognition scheme would be welcomed by managers and leaders. This new programme would empower them to recognise excellent performance as and when it happened, alongside its formal programmes.



The team at RSM UK took action and created a communications plan to ensure that the scheme gained momentum and maximum exposure at launch. Having recently undergone a global rebrand, they needed to make sure that the scheme was fully compliant and on-brand.

## The platform

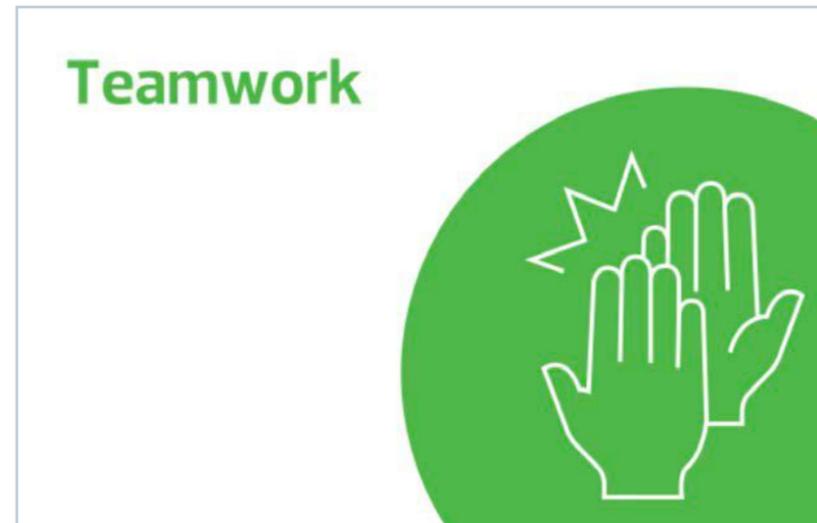


The opportunity for the team was to create a visually engaging and fresh eCard system for employees, bringing this to life through the new visual identity of the firm.

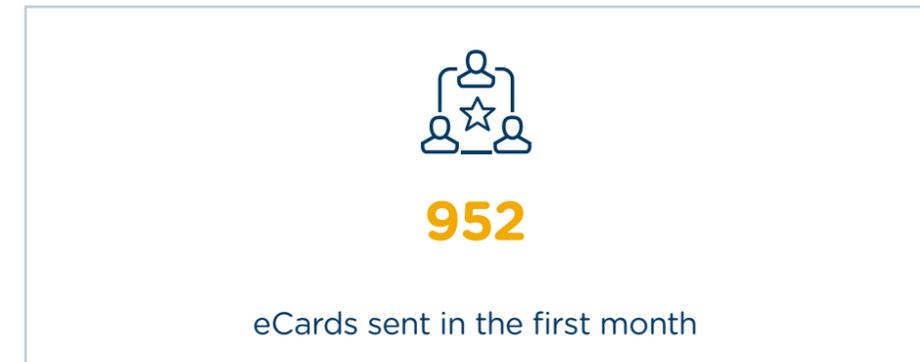
By working with Reward Gateway, RSM has implemented an employee engagement platform, including recognition and reward. Employees can easily recognise efforts and achievements as part of everyday culture with tailored eCards, called High Fives. The non-monetary eCards are paired with monetary instant awards, which have three different levels to be used at different times.

The result: the entire firm can informally say thank you instantly to any one of 3,400 employees and visibly share examples of desirable behaviours. These eCards live on a social recognition wall, where employees can interact with them by adding likes and comments. Within the first months after the employee engagement

solution was implemented, 952 eCards were sent across the organisation and 116 monetary awards were issued.



## The results



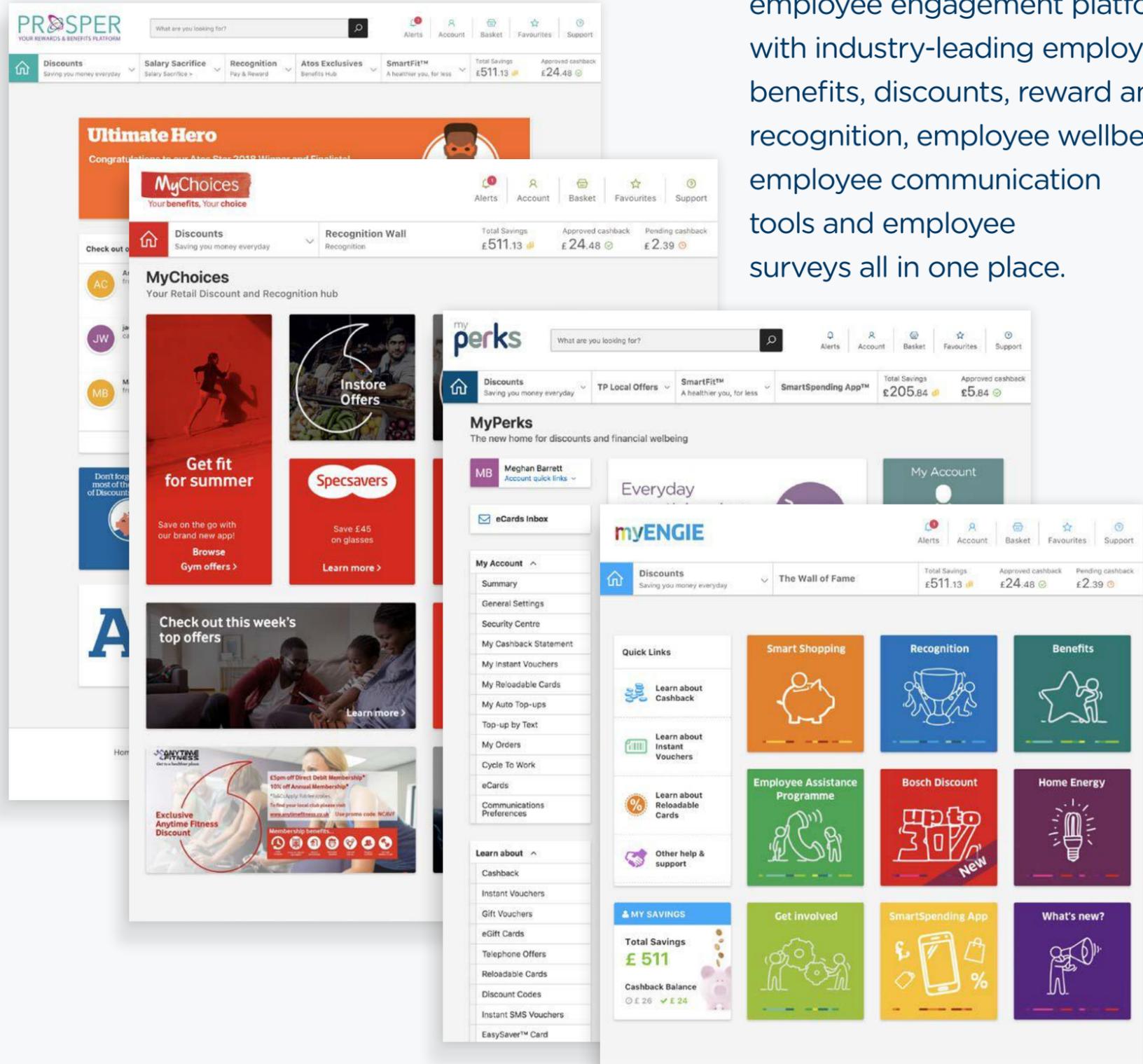
# Learn More

The stories shown in this eBook are examples of Reward Gateway's employee engagement platform using our suite of employee recognition and reward tools.

Get in touch with a member of our team to find out how you can get started on your employee engagement journey today.

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Reward Gateway helps make the world a better place to work by delivering the only employee engagement platform with industry-leading employee benefits, discounts, reward and recognition, employee wellbeing, employee communication tools and employee surveys all in one place.