



Engagement Excellence Awards

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REWARDGATEWAY
THE EMPLOYEE ENGAGEMENT PEOPLE

Welcome

The Engagement Excellence Awards are incredibly important to us at Reward Gateway. They celebrate the success of our clients and showcase the incredible steps taken on the engagement journey by so many extraordinary organisations such as Samsung, Travis Perkins, Vodafone and HomeServe.

This book tells the story of the winners and is accompanied by video interviews at rg.co/youtube. I hope you enjoy it and are as inspired by the stories as we are.

Best wishes,



Glenn Elliott,
Founder & CEO
Reward Gateway



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ALBERT MUSEUM

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OFFICE

PURPOSE



HomeServe



Best SmartHub® Launch, Best Use of the Platform to Drive Business Strategy & Grand Prix: Best of the Best

The Company

Established in 1993, HomeServe have always had the aim of being the first place people turn to for home emergencies and repairs. They have a diverse workforce based across all of the UK, including contact centre People based at three different sites, office based support functions and over 400 field based engineers.

The Challenge

HomeServe recognised the key challenges that were facing them culture, fairness & consistency, and field based People. Having seen People engagement fall to a low of 56%, HomeServe wanted their culture to promote 'A Great Place to Work' and encourage their people to appreciate each other by saying 'Thank You'.

Fairness & consistency had become a problem after multiple acquisitions led to inconsistent benefits. An example of what HomeServe needed to address here was that free gym membership was only being provided to People in their Walsall office.

In the past, field based engineers had not been easy to engage with the culture and HomeServe had found resistance when trying to implement new technologies to them.

HomeServe recognised the need to improve engagement with an easy to use platform that would make their People feel valued, appreciated and offer everyone a consistent benefit.

The Solution

HomeServe decided to engage their people with as much of the process as possible and formed a project group consisting of representatives from their People Team, Procurement, IT and Legal, to get additional buy-in from the key areas of the company. A competition involving HomeServe's People decided that their SmartHub® would be named 'PeopleServe', and the winner received a £50 voucher.

Knowing that they wanted to create a culture of appreciation, HomeServe decided to launch their SmartHub® alongside employee discounts and 'Thank You Thursday' with Thank You eCards. There seemed no better time to communicate this than on Thanksgiving Day, 27th November. The official launch would then take place a week later on 4th December, and that didn't give them much time. Seven days prior to launch and the communications went out to HomeServe's People.

Posters went up at every HomeServe site and plasma screens in contact centres were changed to display the important 'Thank You Thursday' message. To make sure everyone was kept in the loop, a copy of the poster was emailed to every field based engineer. People Team email signatures were changed to include the message 'HomeServe says Thank You and you can too!', to support the launch even further.

With only two days to go a brief message was sent to every HomeServe manager announcing the launch and providing them with FAQs about the upcoming changes and new SmartHub®. Employee Forum representatives, who would have a big part to play as advocates on launch day, were given early access to the SmartHub® platform to spot any potential issues.

On launch day, new posters, desktop wallpapers and plasma screen messages all went up to display the URL of PeopleServe. A banner was also displayed on HomeServe's intranet that linked their People directly to the new SmartHub® platform. Members of the PeopleTeam wore red t-shirts with the URL written on the back and the message 'Thank You' on the front too. Every engineer was sent a text message drawing their attention to the important email they would be receiving on the same day.

A message went out on their social network, Yammer, at 12pm to officially launch the PeopleServe SmartHub® platform. Volunteers from the People Team on each site walked the floors to help with registration to their new SmartHub®, answer any questions, and of course hand out chocolates. A letter was also sent to tell everyone about PeopleServe and explain the registration process, just in case they missed everything that happened on the day.



Thanks to such an effective communication campaign, and the bundles of energy from the volunteers on their People Team, the launch was a huge success. This incredible effort did not go unnoticed by HomeServe's People and even before the official announcement on Yammer there had been just over 300 registrations on their SmartHub® platform.

By the end of the first day, HomeServe had more than 700 registrations which are a sizeable 33% of their workforce, and more than 120 eCards had been sent. 67% of HomeServe's workforce were registered as December came to an end to mark an impressive turnaround in such a short space of time.

Six months since the PeopleServe SmartHub® launch and 86% of the workforce are registered, including 60% of the field based engineers. Almost 8,000 eCards have been sent, £328,000 has been spent and more than £32,000 has been saved by their People.

Even after all of this, HomeServe launched a new recognition scheme which encouraged more than 120 new PeopleServe registrations. Their previous attempts to integrate a recognition scheme had failed, but a much simpler SmartHub® Reward & Recognition process drove engagement by making their people feel recognised and valued for the job they do.

HomeServe were the run out winners for **'Best SmartHub® Launch'**, **'Best Use of the Platform to Drive Business Strategy'** and the **'Grand Prix: Best of the Best'** award at the Engagement Excellence Awards 2015.

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It felt amazing to win one and to win three was just awesome. We've put in a huge amount of effort and it's been a team performance we've really worked together and we've pulled it off so it's just a fantastic feeling. This is part of the journey and we're very proud.

Lisa Butler, Reward & Benefits Business Partner, **Chris Turner**, Director of People Excellence and **Richard Page-Brown**, Head of People Transformation at HomeServe



Most Effective Launch Campaign



of further banners on Atos' internal social media, posters with new QR Codes that directed employees through to the nowlive Prosper site, and a reminder to those employees with outstanding Cashback that if they joined within 30 days they would get the Cashback credited to their new account - this had a 100% success rate with all 220 employees with remaining Cashback taking up the offer.

A 'Working Party' was established from employees of all areas of the business. They teamed up with members of the active Employee Forum and were granted early access to the new platform as 'Prosper Champions'. These Champions had the job of spreading positive endorsements through word of mouth and gave massive encouragement to employees who were initially resistant to change, and those reluctant to use the system. The success of Prosper's launch was exceptional, exceeding the average engagement rates in companies with environments far less challenging. During the first month of launch, 2,843 employees registered, 28% of Atos' workforce, and there was a spend of £123,519 on over 2,086 orders. This all meant that the average order value for the first month was £59.21, which highlighted the high levels of trust in the new platform despite its young age.

The Company

As a leader in the digital services industry, Atos employs 9,600 employees spread over 238 locations in the UK and Ireland. Only 30% of their employees are site based at any one time and usually work from with the office of a client. On top of this, over 900 employees work from home, over 400 are often overseas and 10% of their overall workforce are offline.

The Challenge

In October 2013, Atos ran a company-wide Great Place to Work survey which showed them that 65% of Atos employees felt they weren't being offered the special and unique benefits which met each of the different individuals' lifestyles.

At the time, Atos had a voluntary benefits platform in place called iChoose but it wasn't getting the desired engagement with most employees unaware of the current benefits available. The aim was now to develop a new platform with Reward Gateway that their employees would perceive as an invaluable benefit.

It was hugely important that the new platform wouldn't associate with the previous offering and should be a fully encompassing, holistic 'one stop shop' where the different benefits would be highly visible and easily accessible

to all staff. Atos set a key objective to create an innovative voluntary benefits solution that would appeal to their diverse employee population at a low cost as a result, Prosper, was born.

The Solution

In order to overcome the challenge of reaching all employees in Atos' diversity and demographics, they developed a strong communication strategy to power the launch. It began with a teaser campaign consisting of internal banners and posters on Atos' own social media channels highlighted the different aspects of Prosper that would be available to their employees.

4 week countdown posters were also displayed in all locations to ensure offline staff could see the message too. A QR code on each teaser poster allowed employees to scan their way to the prelaunch site and register their interest. A total of 1,932 employees registered their interest in this way.

A bespoke email was sent to all of the Atos employees who had under £25 Cashback still in their iChoose accounts. As iChoose had a withdrawal limit on Cashback below £25, the email encouraged employees register for Prosper within 30 days of launch to get the Cashback credited to their new account.

The launch campaign itself consisted

Atos scooped the award for **'Most Effective Launch Campaign'** at the Engagement Excellence Awards 2015.

Travis Perkins plc

Best SmartHub® Relaunch



The Company

Travis Perkins plc. has been a strong brand in the Construction Sector since 1988 and employs 26,000 employees across 2,250 locations. Their workforce has an average age of 39 and has a male to female ratio of 77 to 23. Travis Perkins has been through significant changes in recent times as they increased in scale, activity and ambition.

The Challenge

An assessment carried out by Travis Perkins showed that where their colleague benefits were understood and known then they were highly valued. The issue was that a significant proportion of colleagues didn't realise they had access to some or all of their benefits.

Feedback from branches and stores showed that existing benefit communications were effective but only for short term initiatives such as Cycle to Work. For all other key benefits, Travis Perkins found that managers had difficulty engaging colleagues as effectively as they wanted to. Their workforce had shot up from 10,000 to 24,000 in a short space of time and that led to many of the different Travis Perkins' brands being at different stages of engagement.

Travis Perkins decided to take on the opportunity to align all of their colleagues to a common online environment, drive benefit improvement, push brand engagement with the business, support the launch of the new Cornerstone Company Values and introduce all of this with an online benefit platform. Travis Perkins needed to relaunch with SmartHub® on a huge scale.

The Solution

Travis Perkins launched the MyPerks brand to be the overall online solution that would deliver benefits to colleagues, keep them informed of benefits on offer, improve access and reinforce the value of being a colleague of the Travis Perkins Group. It would also promote the new Cornerstone Company Values.

Within the MyPerks brand, Travis Perkins used MyPerksPlus as their rebranded and relaunched SmartHub® platform housing employee discounts and long service awards, as well as financial and nonfinancial recognition. They also added a MyPerksFlex platform to better tailor their colleagues benefit package through open enrolment to Childcare Vouchers, Cycle to Work and other existing salary sacrifice products.

Single Sign-On and consistent branding meant the look, feel and movement between MyPerksPlus and MyPerksFlex was now seamless. Utilising salary sacrifice in this way made the relaunch of Travis Perkins' SmartHub® cost neutral, as to date they have achieved a saving in NIC of more than £400,000.

Travis Perkins' overall engagement strategy has delivered encouraging results that represent a cultural change across the workforce, and their relaunched SmartHub® now averages 15,000 hits per month. Two thirds of the overall activity is spread across employee discounts, and the balance of activity is directed to targeted areas such as wellbeing, surveys and administration tools.

All of this highlights the progress made towards increasing employee engagement and self-service use of the platform and benefits. It is positive proof of their colleagues' new ability to access all aspects of the rewards and benefits in one central place, ultimately emphasising the ease of access to the new platform.

This successful SmartHub® relaunch has now engaged just over 15,000 colleagues which makes up 68% of Travis Perkins diverse workforce. On top of that, the average spend is £3m per annum.

Travis Perkins took home the award for **'Best SmartHub® Relaunch'** at the Engagement Excellence Awards 2015.



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Absolutely fantastic. It's been a really great year with Reward Gateway. Really thankful to all of the people at Reward Gateway that have helped us get to where we've got to.

Simon Naylor, Group Reward Manager at Travis Perkins



Most Effective Relaunch Campaign

The Company

With 333 employees across two locations, Citation offers professional solutions in the legal services industry and help over 15,000 businesses with the essential support they need to grow and develop. Their workforce has an average age of 42 with an online to offline ratio of 62:38.

The Challenge

Citation had a key strategic objective to put service rather than sales at the heart of everything they do. Their aim is for clients to be advocates and use those recommendations as a the key inbound sales channel. Citation recognised that one of the most powerful factors in spurring customers to promote the company is a positive behaviour and attitude from their employees.

Their belief that people will support what they help to build meant it was fundamental that Citation involved all of their colleagues in every aspect of the business. They realised their approach must follow the service profit chain and start with an inside out customer service. That means treating colleagues like customers because happy colleagues create happy clients.

Citation conducted research with Reward Gateway about their plans and exploring additional benefits. This led to in-depth colleague feedback about what they would value most if Citation were to consider introducing any additional benefits.

The Solution

It was decided that to really bring the service profit chain to life then Citation would need a cultural revolution in their company, and so they planned a We Love Clients conference to become their annual employee award ceremony.

Citation then began a five-day story campaign to relaunch their Discounts and Various Exclusives platform, affectionately known to everyone at Citation as DAVE. They sent out one

image a day to tease the relaunch and ended it with the big introduction of Miss Benefit - DAVE's new girlfriend.

The following Monday, every colleague received a gift box containing a Miss Benefit Book which launched the new benefits, an invitation to the We Love Clients conference, a service book called Raving Fans which everyone was given the afternoon off to read, and chocolate. Ahead of the conference, colleagues voted for who should receive an annual award and why. It included the categories Colleague of the Year, Service Star and Above & Beyond, in which every single colleague nominated someone.

Citation's conference centred around service and set out their future vision and direction, they even invited the Customer Service Director from John Lewis in as a speaker. The Year of Service to encourage colleague engagement was launched and a life-sized cutout of DAVE and Miss Benefit were welcomed to the stage. To cap it all off, Citation's workforce split up into groups and challenged to implement 15 new actions around customer service within three months. The best idea would win a £10,000 prize.

The We Love Clients conference was a huge success, largely because all of Citation's colleagues had nominated someone and there was genuine support for every winner. Citation also met their target of implementing 15 customer service actions within three months.

Their NPS score is the real indicator on the success of the whole relaunch as it increased 100% in nine months. Citation also entered the 2014 Sunday Times Top 100 companies to Work For and achieved a response rate of 94%. Hugely impressive when the average is just 65% - every colleague now wanted to be a Raving Fan of Citation and that put the company in the 'Extraordinary' classification in the Top 100 list.

25% of colleagues have taken advantage of Holiday Trading, and another 14% have shown interest in the upcoming Cycle to Work scheme. The relaunch campaign and new

direction of treating colleagues like clients is a proven success as Citation have beaten their monthly sales targets every month this year - and their employee turnover has reduced by 33%.

Citation scooped the award for **'Most Effective Relaunch Campaign'** at the Engagement Excellence Awards 2015.



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It's been brilliant! This is just recognition of what it's like to work with us, we do things a bit differently and we have fun with our benefits so it's nice to get awarded for that. It's going straight in our trophy cabinet pride of place on reception. We're delighted.

Linda Jodrell, HR Director at Citation





Enhancement
Excellence
2015



Most Strategic Communications for Larger Organisations

The Company

Samsung and their 1,535 employees have a goal of making a better world through innovations and reliable products. They have a completely online workforce that is spread across 7 locations, and a male to female ratio of 62:38.

The Challenge

As over 90% of their employees invest in their default pension fund, Samsung felt they needed to increase the company's financial education activities. They wanted to be able to offer them share information from their annual Pension Governance meeting, increase awareness on the Pension freedoms, and encourage younger employees to start to think about saving for their future.

Samsung operates a Group Personal Pension Plan and doesn't have a legal obligation to do the above but knew it would prove to be important for their employees. As an example of best practice, they formed a Pension Governance Committee in 2012.

The challenges identified with increasing financial awareness for employees included putting financial education at the top of the employee agenda, having a younger workforce who showed a lack of understanding and engagement with pensions, engaging employees with the benefits and importance of saving for their future, and that the overall feeling that talking about pensions is a topic that lacks excitement.

The Solution

To build their strategy, Samsung carried out research on non-joiners to the pension scheme to identify trends and benchmarked their pension contributions against the rest of the market. Based on the findings, they decided to hold Pensions Month in October 2014 which would target particular sectors of the business with information that was more relevant to them.

Samsung put in place four key aims for their strategy. Enhancing their communications to showcase their technology to their own employees, maintain cost effectiveness, improve their pension offering for a diverse workforce, and empower employees to take control of their future.

Examples were given to employees of the things that they do now, and how they will be unable to continue doing them unless they started saving for the future. This encouraged employees to think of the pension contributions as less of a sacrifice and more about the enhancement of their lives once they retired.

A detailed communications agenda was put in place to send out messages to that effect. Samsung used their technological know how to introduce a Blippar campaign. It would allow employees to use augmented reality to access exclusive content when 'blipping' the trigger with the smartphones on various communications - something that really resonated with their younger workforce. Five different posters with Blippar triggers were placed in all toilets and coffee areas, and table talkers with Blippar triggers were placed in the restaurant and coffee areas.

Samsung kept up their clever communications that month with 23 pension facts in video and text formats emailed over the whole month, pension facts printed on napkins in the restaurants to promote lunchtime discussions, eight emails for every employee, five targeted based on individual circumstances and five weekly wrap-up emails.

The plan was keenly designed to make sure Samsung made the most of the month they had. A feedback survey and a focus group to highlight the key factors that employees now think about when it comes to pensions gave Samsung some incredibly pleasing statistics.

94% of employees are now actively enrolled in the pension scheme, 92 employees increased their pension contributions in the month of October rather than the monthly average of eight, 110 employees said

they benefitted from 1-to-1 pension meetings and over 93% of those who attended the workshops rated them 'Extremely Useful'. A new set of activities and events is planned for the next pension month in October 2015.

Samsung scooped the award for **'Most Strategic Communications for Larger Organisations'** at the 2015 Engagement Excellence Awards.



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It's great to be recognised for how passionate we are about our pension communications. What's most important to us is that our employees are saving more for their life after work and that's why we've focussed so hard on using different communications channels to talk to different employees the way they want to be talked to.

Joanna Bean, Head of Reward UK & Ireland and **Aimee Miller**, HR Reward at Samsung



Most Strategic Communications for Smaller Organisations

The Company

Universal Utilities focuses on the telecommunications sector and trades under the Unicom brand. Trading as Unicom, Universal Utilities provides small businesses with line rental and calls, broadband, mobile and energy services. They have a workforce of 337 with an average age of 27 and operate out of one location.

The Challenge

Staff retention is a huge challenge in a call centre environment and Universal Utilities found that investments made in training staff were lost as they didn't remain with the business in the short term. It was identified that in order to improve this they would need to provide staff with a package that offers benefits beyond the basic salary and bonus structure that was in place. A test group was selected to find the best platform for this and a staggering 85% of them gave Reward Gateway the highest possible score - it didn't take long after that to get Universal Rewards Scheme in motion.

Universal Utilities wanted to go further, they needed the Universal Rewards Scheme to re-invigorate and re-launch existing benefits. These included a performance incentive bonus scheme, an annual summer pay rise and the end of year pay review. Universal Utilities understood that a high impact and inclusive launch supplemented by an ongoing promotion campaign was vital to the success of the new employee benefits brand.

The Solution

To ensure success, the campaign had three key elements. Phase one, the pre-launch campaign, used a teaser site three weeks prior to the launch date. Every member of staff was emailed a link to the teaser site that showed some of the benefits they could expect to find in the near future. A countdown clock was added to seven plasma screens across the building to display the days, hours and minutes left until the launch. Reward Gateway Ambassadors attended employee benefits seminars to discuss with employees what they would expect to see from their new benefits. This was informal and had cakes, sweets and treats up for grabs - which always helps.

Phase two, launch day events, had an Xbox One registration promotion to drive engagement. Every member of staff that registered and browsed the site was entered into a prize draw for the console at the end of the day. This resulted in a massive 86% of staff registering for the Universal Rewards Scheme in just one day. Universal Utilities also used launch day to hold a benefits presentation of the new platform, give out promotional materials in the form of branded sweets, treats and glossy flyers, and team managers were all given crib sheets with necessary information about the platform.

Post launch saw the introduction of phase three. There is a weekly email promotion sent to all employees to promote the key offers, a new starter training benefits module was created so all new starters fully understood the platform and a statement was set up to be sent quarterly to all staff showing them how much extra they have saved. All employees are also invited to attend a quarterly benefits seminar where feedback can be exchanged and the comprehensive range of benefits is underlined.

Since the launch of the Universal Rewards Scheme, 98% of employees are now registered, 100% of new starters register to use the platform, total spend has reached over £113,000 and continues to grow by £8,000 each month. Staff retention increased by 14% in the first 6 months too. This is a significant positive for Universal Utilities because the money it costs to train new starters can now be put back into the business and used to develop existing staff members, as well as improving the level of service provided to their customers.

Universal Utilities' tactics saw them lift the award for **'Most Strategic Communications for Smaller Organisations'** at the Engagement Excellence Awards 2015.



Most Strategic Communications for Public Sector and Charity Organisations

The Company

Operating out of 3 locations, Nexus have 600 employees with a male to female ratio of 70:30. They provide public transport for people living in Tyne and Wear, as well as promoting public transport to improve the economic prosperity of the area. The average age of Nexus' workforce is 37 and they have an online to offline ratio of 75:25.

The Challenge

Nexus have a widely diverse range of employees, the support function which includes HR, Communications, Marketing, Support and Admin are professionals with an even male to female split in one location. They also have a Customer Service team who are a range of ages and based in one location. Nexus then have Engineers, Maintenance and Project Managers who are an offsite, largely male and ageing workforce and hard to engage.

Communication channels vary depending on the employee group, from online media and company-wide emails for their Support and Customer Service functions, and flyers to face to face meetings for their off-site Engineers, Maintenance and Project Managers. Their current Reward Gateway platform has an impressive 70% engagement but with a relaunch on the horizon Nexus decided it was time to refresh their communications and bring the excitement back.

The Solution

Nexus Extras was relaunched in September 2014 with a special incentive to celebrate - an increased 6% discount at the most popular retailer on their platform. It was widely advertised throughout the workforce with posters and emails sent to all staff. They also refreshed the logo, making it sharper, cleaner and more modern. To ensure they targeted absolutely everyone, a flyer was sent to employee's homes. Doing this encourages the engagement of an employee's family if they don't see the merits of the platform for themselves.

A simple thank you goes a long way in letting someone know you value their work and so eCards were launched as a brand new feature. Nexus were attracted to using eCards because you can send them instantly to anyone in the business to thank them for something they have done. They created four eCards that they knew would resonate with all of their employees - Well Done, Star Player, Congratulations and Good Idea.

To advertise that this was a new platform with new benefits they put emphasis on the promotion of Instant Vouchers now being available. Being able to use these on a mobile device resonated with Nexus' offline workforce. It was decided the best way to get maximum coverage for the relaunch was to stage the strategy. In the first week Nexus promoted eCards and the increased retailer offer, week two was the opening of their Cycle to Work scheme and week three focused on how mobile the platform is, as well as the friends and family aspect.

A successful communications strategy can be quickly measured by the levels of engagement achieved, and Nexus have managed a hugely impressive 81% since their relaunch. Both the number of transactions and spend has also risen, with a celebration planned for when the Nexus Extra's total spend hits £1m - a total they are extremely close to. Nexus have made a return on investment of nearly £50k, helped by new interest created in Cycle to Work. £16k worth has been hired with £5k being saved by both Nexus and their employees.

Nexus took home the award for **'Most Strategic Communications for Public Sector and Charity Organisations'** at the Engagement Excellence Awards 2015.





Best Branding & Most Creative Communications for Larger Organisations



The Company

Arriva is a UK transport leader with 17,250 employees who operate countrywide bus and train services from 223 different locations. They have a largely male workforce which makes up 86% of their employees, with a similar 85% being offline.

The Challenge

Due to company growth and other organisations being TUPE'd in and out, Arriva had become a fragmented, multi-location business with a workforce to match – most of their employees identified with being employed by the individual operating groups rather than the larger Arriva family.

An employee engagement survey in October 2013 confirmed this by highlighting the lack of loyalty felt towards the wider Arriva group. It was quickly recognised that this needed to be overcome and a decision was made to launch a voluntary benefits platform to every single Arriva employee. They wanted to use this platform to develop greater recognition of Arriva being the overall employer whilst still engaging employees and unifying all of the diverse business groups.

When creating their new brand identity, Arriva found a problem that came from their offline and shift work employees. A large number of them would check in and out of communal areas and be unable to view promotional material during their working day. To get around this, Arriva needed to build a strong visual identity that would combine with their brand name and have a positive impact on communications – especially in the limited window of catching the eye of employees as they passed through the communal area. They also needed to ensure the platform branding would appeal to their largely male workforce.

The Solution

With all of this in mind, The Village was born. It offers a virtual community that creates a close-knit atmosphere and welcomes all of Arriva's employees from their various operating companies. The idea behind The Village is that the heart and hub of a village and its community is often its high street. Arriva's platform would recreate an online high street that offers discounted goods and services to its 'local' people.

Using the SmartTiles™ feature on our SmartHub® software, Arriva placed a different SmartTile™ for each benefit as a building on their online high street. When clicked on, each SmartTile™ takes an employee through to a specific benefit or discount. For example, 'The Village Bike Shop' was the entrance to the Cycle to Work application page, 'The Village Nursery' linked to the Childcare Vouchers application page, and 'The Village Local Store' opened employees to grocery discounts. Over the Christmas period, the entire platform was updated to reflect the festive season with snow-capped buildings. Most recently, 'The Village Travel Agent' SmartTile™ was launched to promote the travel discounts available.

Language is a big part of developing a strong brand identity and Arriva used it to create and build the sense of an actual village. This is shown when promoting the upcoming Cycle to Work window, Arriva would advise its employees that 'The Village Bike Shop' is now open between the hours of 26th June and 24th July – instead of referencing an open application window.

It was decided that the Arriva Pantone colours would help tie the brand identity across the platform, communications and promotions. Arriva believed that these colours would strike a good balance between providing a clear bond to themselves without alienating any employees who work for a subsidiary. With the tone of Arriva Pantone colours being darker, Arriva felt that this was more appealing for their male-dominated workforce too.



In its first eight months, The Village platform has achieved 20% engagement based on 3,400 employees registering for the scheme. This is fantastic when taking into consideration that Arriva had to rely heavily on printed material to communicate to their widespread, offline workforce. With these results, Arriva is well on their way to hitting the 25% engagement target set for the first year. The Village has also seen a total spend of £630,000, an average of £74,000 a month.

Communications have been tracked as a success too, showing a unity between The Village brand, how Arriva communicate the brand to employees and their usage of the site. Nothing highlights this better than when the introduction of the 'The Village Travel Agent' SmartTile™ saw the highest level of spend in a single month – an impressive £91,000. The top retailers that month were Expedia and lastminute.com.

Arriva took back to The Village the titles of **'Best Branding'** and **'Most Creative Communications for Larger Organisations'** at the Engagement Excellence Awards 2015.

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It's the culmination of lots of hard work over the last year. Our benefits website is a year old today so we're celebrating the first anniversary too! We think it's something really special, and to be recognised for that is really great.

Malcolm Cotterell, Head of Employee Engagement and Benefits at Arriva





Most Creative Communications for Smaller Organisations



The Company

Perform is a leading digital sports content and media group. They have 584 employees who work across 25 locations, 100% online. Their average age is 29 and the male to female ratio is 80:20.

The Challenge

Perform had very basic benefits available to their employees but didn't just want discounts. They needed an engaging communication tool that their employees could use to better understand and access their benefits. The current Childcare Voucher applications came in paper form, as was the annual PMI application. Perform knew they needed to evolve their platform into the go-to place for benefits and communication.

When the project initially started it was decided the new platform would be called Clubhouse to match the sporty nature of the business. However, this took a backseat when one of the Executives said, "Clubhouse? What, Mickey Mouse?" A new name was needed to get away from cartoon imagery and children's holiday clubs. After much deliberation, Advantage was chosen. It was the ideal message for a sports-influenced

company as it tied in with having an advantage score in tennis, as well as the advantage of working at Perform.

The Solution

To stay away from Advantage being seen solely as a discounts platform, the initial communications were centered around the ability to access all of the benefits in one place, and from any device - whether smartphone, tablet or laptop. Merchandise was used to support the launch and a bespoke Oyster card holder was made. It contained a handy business card with everything needed to know on how to register on the platform. A lot of thought went into the cardholder as Perform didn't want to create merchandise that was a novelty. They wanted something their employees could use every day.

Advantage Champions were engaged from each area of the business via a mixture of volunteers and nominations. The Champions were invited to a special briefing with Reward Gateway's Implementation Specialists to learn the Advantage SmartHub® platform inside out. They were also given specials mugs to highlight their Champion status and encourage other employees to talk to them about the new benefits platform.

In addition to emailing all of their employees and putting up teaser posters, Perform posted an introductory leaflet to every employee. This gave them detailed information on how to register in one place, as well as making sure others in their household knew about the benefits available. Careful timing was used with the leaflet to make sure it landed on doorsteps on launch day. That way, even if employees missed launch communications in the office, they'd have a powerful reminder at home too.

An introductory video was incorporated on the SmartHub® platform, but this was also attached to the launch email so employees could see it without committing to registering. A deskdrop of KitKats and Oyster card holders was swept through all of the offices, and each Champion was tasked with raising registration numbers by spreading the word amongst their colleagues.

Feedback from employees has been hugely positive. Not only did Perform have 60% of employees register in the first month, but they also said that they loved the design and that it really felt like it was being provided by Perform. To date, there has been £20,000 worth of Childcare vouchers ordered and £11,500 worth of holidays traded, saving both employees and the business a great deal on tax and NI. At Christmas, it was time to promote the discounts side of the SmartHub® platform and Perform have seen over £90,000 of spend pass through the platform - resulting in a £10,000 saving to employees.

Perform won game, set and match with the award for **'Most Creative Communications for Smaller Organisations'** at the Engagement Excellence Awards 2015.



Most Creative Communications for Public Sector and Charity Organisations

The Company

With 428 employees, Ashford Borough Council have an average age of 45 and a female to male split of 267:161 in their workforce. 408 of their employees are online, with 20 of them making up the offline element, and they operate out of 15 locations.

The Challenge

Ashford Borough Council wanted to reward their staff for hard work and dedication whilst considering value for money amidst budget cuts and service reviews. They wanted to protect their recruitment and retention levels to bring in and keep talented people who are passionate about providing excellent service to every resident and customer. The main challenge would be to convince the Management Team that the investment would be worthwhile.

Initial research showed that 80% of staff read the electronic monthly staff magazine so Ashford Borough Council issued them a survey to gauge the interest of an employee benefits scheme. After just one day, over a quarter of staff had responded with voices of support for the platform to be set up.

This was enough to convince the Management Team that despite the economic climate, an employee benefits scheme would be a good investment but set some key strategic objectives. They wanted to make sure staff satisfaction was improved and maintained, create an employer brand recognised for caring about their staff, ensure the council received excellent value for money and increase engagement with activities and events.



The Solution

Ashford Borough Council planned to use a direct communication strategy to promote growth and maintain interest. To do this, they needed to consider their wider workforce and use a range of engagement tools to reach them. As it is a largely older workforce and less likely to use their own time to explore how the platform worked, a greater emphasis was put on promotion and instruction.

My Ashford Rewards was launched in April 2011 and the scheme took off immediately. A lot of thought had been put into the scheme name, colours, branding and the logo - which incorporated Ashford Borough Council's very own piggy bank mascot, Sir Wilbur of Trottsville. The promotion was kept light hearted, fun and reinvented the communication imagery for different times of the year. Wilbur also featured heavily in their internal communications, and along with his wife Wilhelmina and their piglet stars they held their own monthly article showing staff how they can use the site by highlighting different offers.

The internal strategy consisted of proactive communications that used all of the different channels available, including quarterly competitions that put staff into a prize draw for a £50 voucher of their choice just for

logging in, posters, intranet news and carousel images. This type of communication worked well as the majority of their staff are based on one site. They are continuously reminded about the site by a range of methods and it begins to form part of their everyday shopping habits.

Take up and spend has been amazing for the size of Ashford Borough Council's workforce. There is 80% engagement with the platform, 342 live registrations and to date there has been a spend of £630k - which has given employees a saving of £54k. Staff satisfaction has improved by 53 points and there is now national recognition of the Council's employer brand. Value for money has been achieved as the £54k saving employees have made would have cost £65k as a pay rise and there has been such an increase in engagement with activities and events that a full engagement schedule has been planned for the whole year.

Ashford Borough Council trotted home with the award for **'Most Creative Communications for Public Sector / Charity Organisations'** at the Engagement Excellence Awards 2015.

Travis Perkins ^{plc}

Most Innovative Company Benefits



The Company

Travis Perkins plc. has been a strong brand in the Construction Sector since 1988 and employs 26,000 people across 2,250 locations. Their workforce has an average age of 39 and has a male to female ratio of 77 to 23. Travis Perkins has been through significant changes in recent times as they increased in scale, activity and ambition.

The Challenge

After being promoted to a FTSE 100 company for the first time in June 2013, Travis Perkins wanted to bring their employee engagement to a level that would reflect this promotion. Their existing benefits had difficulty engaging colleagues as effectively as they wanted. The workforce had shot up from 10,000 to 24,000 in a short space of time and it led to many of the different Travis Perkins' brands being at different stages of engagement.

A new benefits strategy was designed to harmonise and consolidate employee benefits into one single place. The Travis Perkins Team identified the voluntary benefits and risk benefits that could be simplified, drive benefits to individuals and provide big savings. The first part of this strategy would be to find the appropriate method and it was decided that Reward Gateway's SmartHub® platform and SmartHub® Connect single sign-on technology would be used to host numerous benefits that would engage employees.

The Solution

Travis Perkins built their myPerks Plus platform around single sign-on to deliver new systems and benefits to all of their employees. They aimed to boost the value of their employee benefits offering by improving the accessibility of the range of benefits on offer and reducing the amount of admin needed which can put many people off.

The implementation of myPerks centralises all of the reward and benefits information, giving employees instant access to their own personal data, communicates key messages from the business and also connects seamlessly to other third party providers - without the need to login multiple times. The platform can be accessed through any device, whether PC, tablet or smartphone, and this accessibility was a huge part of its success as a large percentage of Travis Perkins' workforce do not have daily computer access at work.

Innovation has been key to engaging their large and diverse workforce with Reward Gateway's SmartHub® technology, with numerous features standing out. There is now consistent branding across all 17 areas of the business, every benefit is self-service, salary sacrifice savings are enhanced, and they have individual access that segments the platform for a bespoke experience, accessible on any device and at any time. Travis Perkins also chose to have open enrolment to their benefits, allowing employees to access salary sacrifice products all year round.

Using these SmartHub® features has led to two-thirds of the overall activity being spread across employee discounts, and the balance of activity is directed to targeted areas such as wellbeing, surveys and administration tools.

All of this highlights the progress made towards increasing employee engagement and self-service use of the platform and benefits. It is positive proof of their colleagues' new ability to access all aspects of the rewards and benefits in one central place, and ultimately emphasising the ease of access to the new platform.

Their company benefits have now engaged just over 15,000 colleagues which makes up 68% of Travis Perkins' diverse workforce. On top of that, the average spend is £3m per annum.

Travis Perkins won the accolade of **'Most Innovative Company Benefits'** at the Engagement Excellence Awards 2015.



“

We've put a lot of hard work in, but at the end of the day, we're actually trying to do something special for our people. The values of the company really matter to us and the fact that we've actually managed to build something that's recognised by our peer group is superb.

Simon Naylor, Group Reward Manager at Travis Perkins



TULIP

Best Wellbeing Strategy



The Company

With 6,200 employees in the Food Production industry, Tulip Ltd is the largest producer of pork in the UK and provide a vast choice of products to both the retail and foodservice markets. They have an online to offline ratio of 25 to 75 and a male to female ratio of 65 to 35, across 17 locations.

The Challenge

Tulip's business had grown substantially over the last decade through numerous mergers, acquisitions and organic growth. This focus concentrated on building the business sometimes missed on how their employees could grow. Tulips most recently appointed CEO supported the idea that their people are their greatest asset and gave the HR team full support in implementing initiatives across the business that would help make Tulip a great place to work.

Although Tulip had an active wellbeing offering there wasn't a joined up plan that would help develop a robust strategy and the necessary framework to benefit everyone. Especially to reach the 5,000 employees who work within manufacturing and do not have online access at the workplace. The key challenge for Tulip was how they could do this in a simple, engaging way, and in a format that everyone would be able to access and understand.

The Solution

Given the diversity of cultural and educational backgrounds of their workforce, Tulip's driving principle was that their strategy had to be shaped around a true understanding of what health and wellbeing actually means. Especially as a benefit utilised for all of their employees.

Tulip decided that for their wellbeing strategy to work it needed to focus on a wider range of subjects other than preventing absence through illness. For them, health and wellbeing is a

state of complete mental, physical and social wellbeing, and their aptly named Equipped for Life! initiative would be launched to match this. Going beyond providing help and advice the workplace, Equipped for Life! would also extend to offer support outside of the working environment.

The initiative was based on the tried and tested methods that covered best practice in the needs of both business and employees. It includes health, education, personal development and the benefits that could be extended to employee's families and the local communities Tulip operates in.

Equipped for Life! was implemented during 2014 and utilised all of the tools available on the Reward Gateway platform, My Tulip Rewards. It was supported by a range of on-site activities, a specially created brochure and being easily accessible to all employees whether they use a PC, smartphone or tablet. Specific areas of health and wellbeing are covered in the initiative, such as smoking cessation, weight loss, health education, Cycle to Work, discounted

gym memberships, money advice and community volunteering.

12-months since the launch of My Tulip Rewards and Equipped for Life!, and in that time they are already seeing their wellbeing strategy align with their goal to be recognised as a great place to work. There has been a 20% increase in memberships to Westfield Healthcare, a 26% increase in Childcare Voucher memberships, and 280 employees have joined Cycle to Work. Increased health and wellbeing awareness has also led to Tulip being recognised by their customers, playing a key part in developing long term partnerships.

Tulip had healthy competition but were the winners of '**Best Wellbeing Strategy**' at the 2015 Engagement Excellence Awards.





The Company

Operating in the Telecommunications sector, Vodafone is a household name in the mobile phone industry. They employ 17,500 employees who work in 600 locations – from head office to retail stores. The average age of their workforce is 42, and for every two Vodafone employees who work online they have one who works offline.

The Challenge

Vodafone's existing benefits included a large range of complex salary sacrifice products supplied by various suppliers. Engagement was low as both HR and employees found the existing offering difficult to use, which for a business whose three core values are speed, simplicity and trust meant it just didn't match. They needed to get back to basics.

With employees not engaging with the existing salary sacrifice offering, getting buy-in from senior leaders was challenging. Vodafone has a diverse workforce and a challenging demographic with 31% of employees working in 500 retail stores across the UK and 21% working in customer operations. As a lot of employees work shift patterns, they have limited access to emails and desktop computers making them hard to communicate with.

The Solution

Four objectives were set by Vodafone that they believed would change their salary sacrifice benefit for the better. They needed to increase engagement, excitement and awareness amongst employees, and also needed to do the same with senior management and those in leadership roles. Salary sacrifice needed to harmonise with the culture and align the benefits platform with the overall business strategy, and finally Vodafone wanted to see a return in their investment.

With Reward Gateway's expert Communications team, Vodafone developed a plan that matched up with their existing internal initiatives



and communication strategy. They maximised all existing channels which fitted with their annual calendar of events. It was key that the plan would engage with all areas of the workforce and harness opportunities and touch points at every stage of the employee journey.

To maximise engagement, Vodafone ran two enrolment windows for a four week period throughout the year where employees could apply for a range of benefits including Private Medical Insurance, Critical Illness and Cycle to Work. They ran a spring window in April, an annual window in October and held two communication campaigns in the lead up to and during the opening of each window. This encouraged applications on Vodafone's My Choices platform.

A big part of Vodafone's salary sacrifice promotion came from the running of interactive roadshows at eight of their UK office sites. A fully interactive stand gave a professional image to help engagement and included a range of banners, pedestals and TV screens. Employees could take online tours of the platform and were encouraged to sign up to it on the spot. Feedback was taken from employees to offer their own experience of using My Choices and the best saving stories would be selected in a prize giveaway and used as quotes in the upcoming poster campaigns.

Targeted communications were used to raise further awareness amongst employees. An email campaign throughout each application window promoted both existing and new benefits. These emails were specifically targeted to employees using segmentation based on the monthly user report. Vodafone holds two core retail conferences and the salary sacrifice promotion took part to deliver the message to the 2,000 retail store staff across two days.

Since 2011, the number of employees taking part in Cycle to Work has grown by over 450%. It was previously one of the lowest engaged benefits and Vodafone were considering dropping it, but since working with Reward Gateway, simplifying the process and creating a targeted communications plan, it is now the most popular benefit at Vodafone. There has also been a 9% increase in people taking Childcare Vouchers, a 50% increase in Private Medical Insurance and a 39% increase in Critical Illness cover. The savings that Vodafone's staff made in 2014 alone is the equivalent of a salary payment of over £3 million.

Vodafone scooped the award for **'Most Effective Salary Sacrifice Benefits'** at the Engagement Excellence Awards 2015.



Best Evolution of Company Benefits

The Company

With 333 employees across two locations, Citation offer professional solutions in the legal services industry and help over 15,000 businesses with the essential support they need to grow and develop. Their workforce has an average age of 42 with an online to offline ratio of 62:38.

The Challenge

Citation's leadership team recognised they needed to pay attention to the factors that drive profitability in the service chain; investment in people, technology that supports all colleagues, revamped recruiting and training practices, as well as compensation and benefits that linked to performance for employees at entry level.

Reward loyalty is hugely important to Citation and so retaining successful, ambitious, hardworking colleagues is key to achieving business objectives and attracting the best people to work with them. To do this, Citation knew that changing to a client centric organisation would take time, effort and resilience. It's about focusing on the mindset, behaviours and practices that create better internal relationships, whilst still rewarding their colleagues for the work they do.

The Solution

Citation began a five-day story campaign to relaunch their Discounts and Various Exclusives platform, affectionately known to everyone at Citation as DAVE. They sent out one image a day to tease the relaunch and ended it with the big introduction of Miss Benefit - DAVE's new girlfriend.

The following Monday, every colleague received a gift box containing a Miss Benefit Book which launched the new benefits, an invitation to the We Love Clients conference, a service book called Raving Fans which everyone was given the afternoon off to read, and chocolate. Ahead of the conference, colleagues voted for who should

receive an annual award and why. It included the categories Colleague of the Year, Service Star and Above & Beyond, in which every single colleague nominated someone.

Citation's conference centred around service and set out their future vision and direction, they even invited the Customer Service Director from John Lewis in as a speaker. The Year of Service to encourage colleague engagement was launched and a life-sized cutout of DAVE and Miss Benefit were welcomed to the stage. To cap it all off, Citation's workforce was split up into groups and challenged to implement 15 new actions around customer service within three months. The best idea would win a £10,000 prize.

With the evolution of their company benefits being so successful, DAVE and Miss Benefit is used on all job adverts to attract candidates who have the same cultural mindset. Citation now fills over 90% of job vacancies through direct application - opposed to 50% filled through agency just 12 months before. Employee turnover has also reduced by 33%, and the amount of applications received has risen 300% since the previous years. More and more employees are also referring Citation to their friends and family as a great place to work, with 10 new starters to date as a result of a referral.

25% of colleagues have taken advantage of the first Holiday Trading window and they've had a further 30 applications for the latest window to open. In a recent poll, 14% of Citation employees said they were interested in a Cycle to Work scheme, which has now been opened.

Citation enjoyed further success by winning the award for **'Best Evolution of Company Benefits'** at the Engagement Excellence Awards 2015.



“

We were shortlisted for four categories and won two of the awards. We were just delighted to have been shortlisted, we were up against some big companies! It's great recognition for the work we do listening to our people, finding out what they want, what will matter to them and actually having some different benefits that appeal to different people at different stages in their life. That's really important from a benefits perspective.

Linda Jodrell, HR Director at Citation



The Company

As a leader in the digital services industry, Atos employs 9,600 employees spread over 238 locations in the UK and Ireland. Only 30% of their employees are site-based at any one time and usually work from with the office of a client. On top of this, over 900 employees work from home, over 400 are often overseas and 10% of their overall workforce are offline.

The Challenge

In October 2013, Atos ran a company-wide Great Place to Work survey which showed them that Atos employees wanted management to show more appreciation for good work and extra effort. But it was important to them that everyone would have the opportunity to receive special recognition.

A key challenge that Atos faced was ensuring that all employees could be recognised despite the diversity of their demographics. With 9,600 employees in the UK & Ireland and based across numerous locations, Atos' scheme needed to be inclusive and robust.

Atos already offered a number of competitive recognition schemes in which 5,254 people were eligible for a bonus and all employees were eligible for a celebratory lunch to recognise their loyalty and long service. But they wanted to introduce schemes that were both different and unique, whilst still making every employee feel engaged – regardless of their service-line, location, status or role within the organisation.

The Solution

They identified three key elements to making a successful recognition scheme. It needed to align with the company's vision and values, it had to align with the objectives set by each business area, and it must give every employee an opportunity to shine. To make all of this happen Atos decided to use a number of unique Reward & Recognition elements that catered to both their online and offline employees.

Through their employee benefits platform, Prosper, Atos launched scheduled eCards. These are automatically sent on each employee's birthday and anniversary to thank staff for their loyalty. Accolades were launched too, designed to publicly recognise achievements and behaviours that reflect Atos' values. Peer to peer recognition is encouraged by allowing colleagues to nominate each other and then winners are published weekly in the UK & Ireland bulletin. They are also publicly congratulated by the SVP's on monthly service line calls.

Recognition Month was launched and it became pivotal in Atos' recognition strategy. During the month, weekly themes and incentives were promoted to employees. In the first week, peer to peer eCards were implemented so staff could instantly recognise and thank their colleagues. In week two, a custom made order form for Interflora was hosted on Prosper encouraging employees to send a bunch of flowers to a colleague up to the value of £35.

Week three and Atos opened The Accolade Hall of Fame on Prosper to recognise their Gold and Platinum award winners. It was also launched at 15 different locations to include offline employees. During week four Atos Star was opened and ran for two months. It was promoted as their most prestigious award to publicly recognise one outstanding employee who has consistently displayed teamwork, innovation and community spirit. The winner received £5,000 which was personally presented by the CEO, and 8 runners up were all credited £250 into their Prosper accounts.

Atos' Reward & Recognition launch was a success and revealed the following results. Peer to peer recognition has seen an incredible take up with 2,860 eCards being sent last year enabling Atos to build a strong, positive culture of saying thank you. Recognition Month saw an amazing 640 additional people register on the Prosper platform, a 6% increase in engagement. A total of 828 votes were also cast in the Atos Star competition, and in total during Recognition Month an amazing 628 eCards were sent.



Atos were themselves recognised for their brilliant work winning the award for **'Best Recognition Strategy'** at the 2015 Engagement Excellence Awards.

Best Global Benefits Offering



a new global benefits platform to support their company's three year strategy. This included the eligibility to participate in an all employee share scheme, long service leave, a 10 year anniversary award and corporate social responsibility leave.

Celebrations were held in the communal areas of each location to announce the new global benefits. The UK office did this whilst at the same time announcing a new flexible benefits platform called MyUnibet Rewards. Since this launch, there has been a tremendously positive response from staff, with growing engagement for all of the existing and new benefits. Unibet's HR team have also found a closer relationship with staff. There has even been the introduction of engagement groups that consist of two volunteers from Unibet's four main offices, the UK, Sweden, Malta and Australia, to help engage staff further and feedback any new ideas or suggestions.

In the first six months, 20% of employees have applied for the wellbeing allowance, 14 individuals have taken independent sick leave and seven have taken marriage leave and 30 employees have received a ten year anniversary award. There has also been a growth in performance for quarterly commercial results since the introduction of the employee share scheme.

Importantly, Unibet has seen a drop in global staff attrition from 20.9% to 19.61%. And as a strong benchmark for the quality and added value in their new global benefits offering, the number of individuals leaving due to lack of benefits has fallen from 3% to 0%.

Unibet won the award for **'Best Global Benefits Offering'** at the Engagement Excellence Awards 2015.

The Company

Unibet is a leading online gaming operator based in four main locations – the UK, Sweden, Malta and Australia. They have over 700 employees who operate in a fast paced, diverse and competitive industry. Their workforce is 100% online, has an average age of 35 and a male to female ratio of 67:33.

The Challenge

In 2014, Unibet staff took part in the Great Place to Work survey, and whilst 85% of their staff said Unibet is a great place to work, 56% of them said their benefits offering was not unique enough and didn't set them apart. Through workshops hosted by their local HR teams, they found that the employee benefits offering was more generous in some locations than others, a balance that needed addressing.

It was time to revise their global benefits with a new strategy that would align each location and provide all of their employees with

a fairer benefit on the global scale. This strategy required them to not only enhance some of the location's benefits offering, such as Malta and Australia, but also to introduce new benefits across the company.

The Solution

Unibet's HR teams from their main locations met to benchmark local benefits offerings on a global scale. The aim was to identify where quick wins and further improvements could be made to standardise a benefits package for the entire Unibet group. From this, they made the following available to all locations; maternity, paternity and adoption leave with Unibet branded baby grows given to new parents, private medical insurance, bereavement leave, dependent sick days, marriage leave of two days, annual leave increase to match all countries and a wellbeing allowance of £200 per year.

Along with ensuring the benefits complied with each set of local legislation, the HR team and senior leaders in the business introduced



The Company & The Person

With 750 employees, iForce offer retailers and manufacturers core logistics services in the UK and around Europe. There is a male to female ratio of 61:39, an online to offline ratio of 30:70 and the average of the workforce is 39 years old. Clare Spiers is iForce's HR Business Partner and led from the front in every single aspect of their employee benefits campaign.

The Challenge

In late 2013, iForce participated in the Sunday Times 100 Best Companies Survey. The results revealed a clear issue regarding fair deal for its colleagues. Clare used the survey feedback and supporting information gathered from employee focus groups to identify potential employee reward solution providers. After extensive research and meetings, Clare proposed Reward Gateway as the chosen provider to meet the needs of their workforce.

The first hurdle was gaining buy-in from the Executive Team. Clare created a presentation persuading them with a "money is the most expensive way of paying people" business case. Clare put in a huge amount of hours preparing the business case and achieved an almost instant green light from the Executive who believed in Clare's vision and passion for the project. The CEO also declared the decision to commit to the scheme as a "no-brainer" and with just six weeks to launch, Clare worked closely with the Reward Gateway Implementation Team to lead the project with drive and positivity.

The Solution

Clare used her tenacious enthusiasm to secure a MiRewards Champion for every 13 members of staff iForce have. They gained access to the scheme a month before the launch to get to grips with the platform. Further training sessions were arranged by



Clare to engage the Champions, and along with key members of the Leadership Team, they were given MiRewards lanyards to make them clearly visible to their colleagues. Clare also gave the Champions goody bags to thank them for their time and effort. As well as MiRewards, MiThanks eCards were launched with a simple idea that went a long way in boosting morale at iForce.

Launch day came around and Clare made sure every employee had a MiRewards branded KitKat and that all coffee machines were on free vend. The best was to reach people is through their stomachs after all. Clare made sure a personalised email went to colleagues around the business from the CEO on the day of launch, a MiRewards video played on a loop in communal areas and a MiRewards screensaver launched on all work computers.

To keep up momentum, Clare drove iForce's launch of its Childcare Voucher scheme via MiRewards. On top of that, updates and good news stories are broadcast to all employees, roadshows have been set up to further and renew interest across all sites in the UK and extra eCards were added for birthdays and congratulations.

In just one week, 33% of the workforce had registered for the platform, and in a month that became 40% - 29% of which were warehouse colleagues, demonstrating that the dual online/offline approach was working. In 6 months, 56% of the workforce was registered, total spend was at £110,000 with an average saving of 10% over 1,200 orders. Clare's Roadshows were a success too as they created 100% uplift in monthly spend and amount of eCards sent.

It's fair to say Clare is a tour de force. In a short space of time, she has created a campaign that gives colleagues a fair deal that they enjoy using. Her empathy for what colleagues needed from a benefits scheme resonated from start to finish. Without that tenacity, passion, blood, sweat and tears, MiRewards would not have been the success that it is.

Clare is clearly a champion at iForce, and now she's an award winner too having taken home the award for **'Engagement Enthusiast'** at the Engagement Excellence Awards 2015.



We're enormously proud to be associated with these incredible companies and groundbreaking HR people. You can rely on Reward Gateway to continue supporting this programme and in the coming year we'll be investing even more into the global community of HR, Reward and Engagement professionals who make these awards and the whole employee engagement movement possible.

Best wishes,



Glenn Elliott,
Founder & CEO
Reward Gateway





www.enexawards.com