

Putting Open Communication at the Core of Your Employee Engagement Strategy

How Great Place to Work overhauled its benefits offering
and communications strategy to produce business results





Industry:

Management Consultancy



Number of employees:

24



Average age:

38 yrs



Male vs female:

50:50



Number of locations:

1



Platform features:

Employee discounts,
employee recognition,
childcare vouchers

About the company

Great Place to Work provides insight, recognition and organisational development to numerous organisations. With its own employee engagement initiatives falling short of what it provides to customers, Great Place to Work looked to improve its benefits offering and increase open communication across the business.

Great
Place
To
Work®

The challenge:

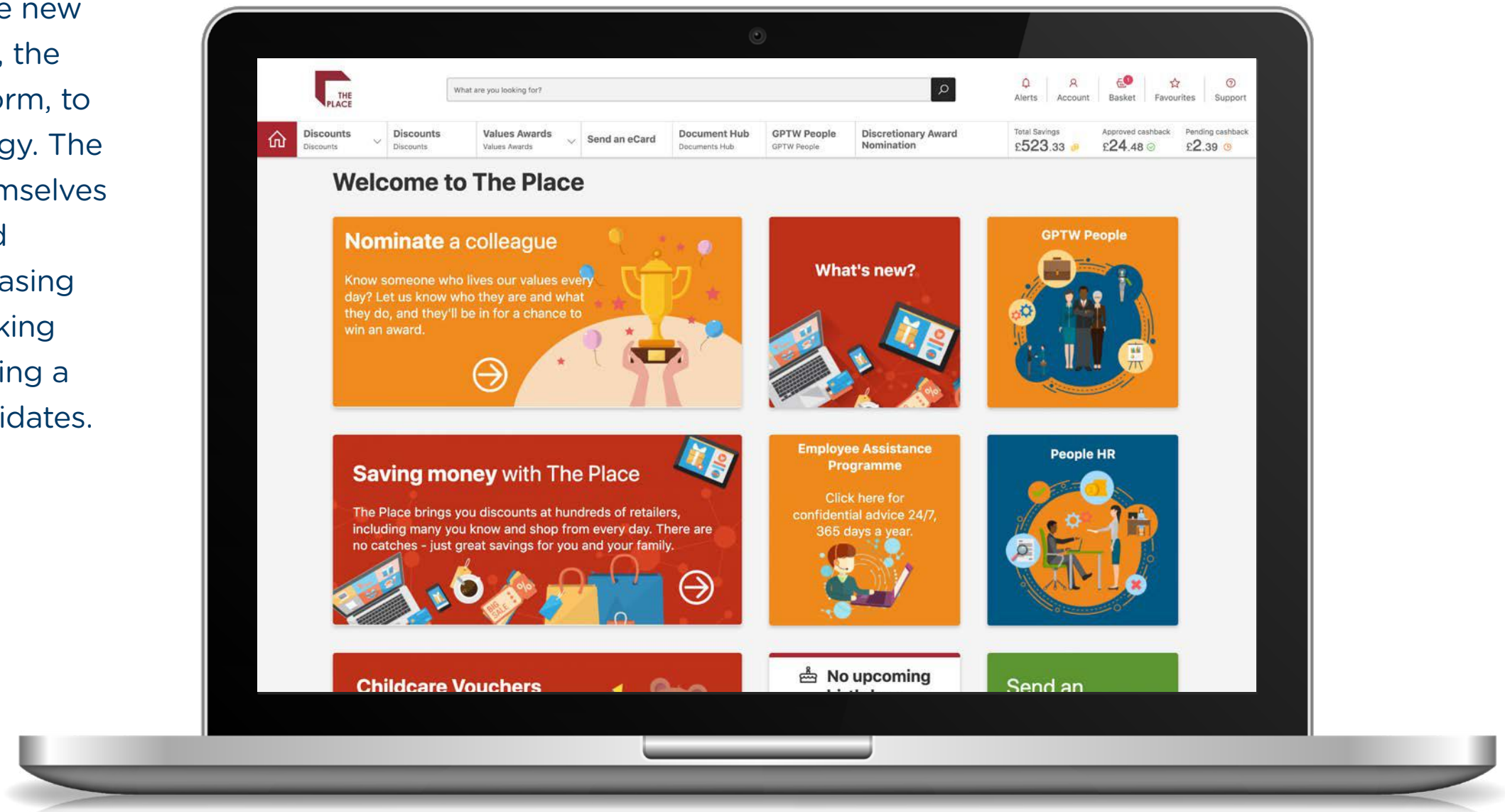
After a year of transformation and substantial managerial change in the business, Great Place to Work felt it had let employees down with initiatives which were seen as tick-box exercises, unoriginal and lacking longevity. This was combined with a lack of continuous communication from Great Place to Work to promote the ongoing business strategy, build a culture of trust and align employees with business outcomes.

In an effort to focus further on where to improve, Great Place to Work's Leadership Team conducted an employee survey, revealing double digit drops across main strategy areas of reward, communication and involvement. As 93% of the workforce completed the survey, Great Place to Work didn't second guess the results and hired a Chief People Officer (CPO) to deliver change.



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Together, Great Place to Work and the new CPO saw the need to use “The Place”, the existing employee engagement platform, to help with the long-term people strategy. The Leadership Team also challenged themselves to make sure their new offering would educate current employees by showcasing all of the benefits available when working for Great Place to Work, as well as being a recruitment tool for prospective candidates.



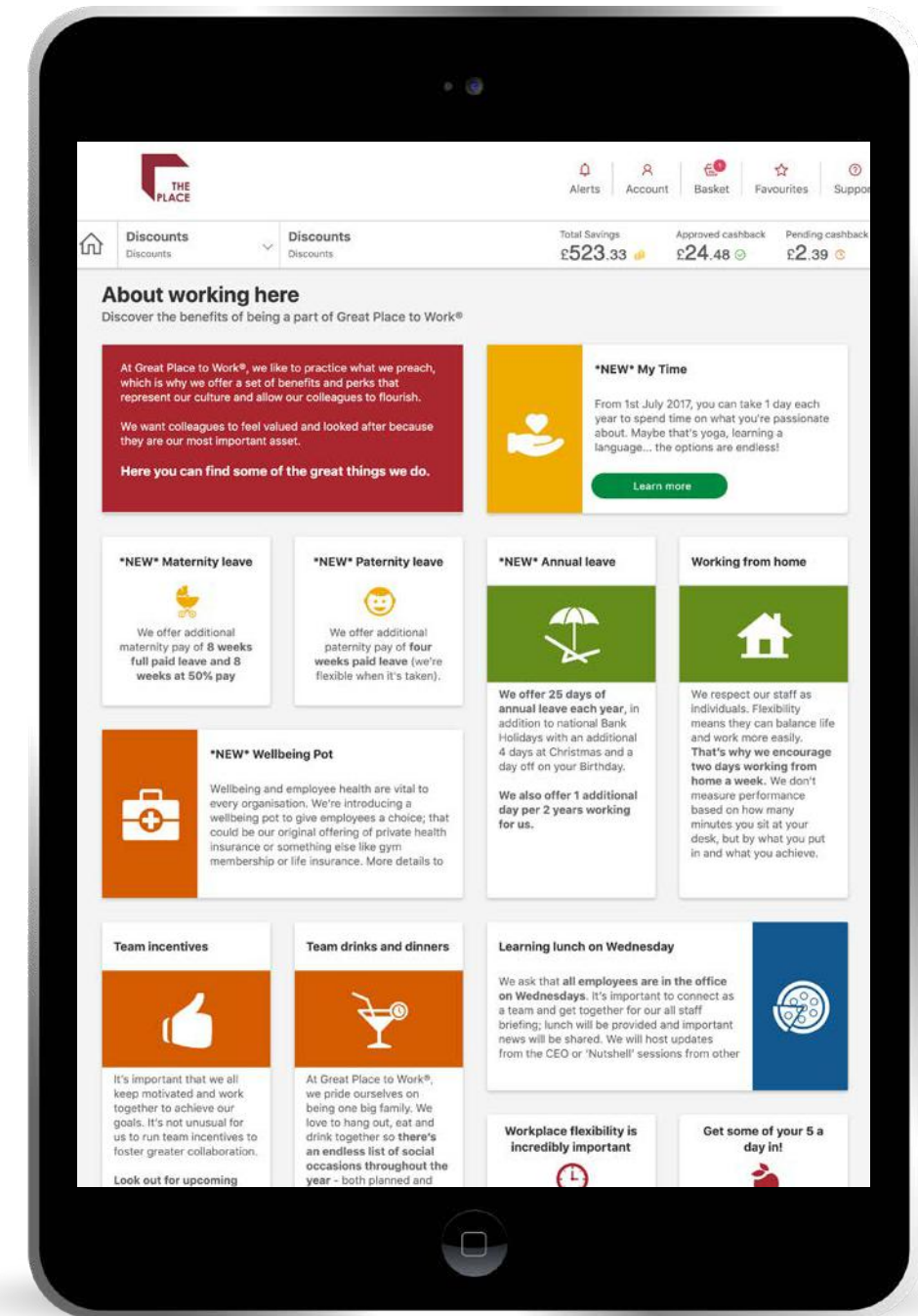
The approach:

With the mandate for change across their offering and communication, Great Place to Work's Leadership Team audited the organisation's benefits against the benchmark of what they and their colleagues wanted in order to cultivate an improved culture and create a uniquely great place to work. This was done with a simple question: "What do you want and need?" The results gave Great Place to Work the insight to build a strong, distinctive and tailored platform for employees.

Working in tandem with the newly hired CPO, Great Place to Work's Leadership Team introduced two working from home days a week, two volunteering days per year, free breakfast, and new

summer hours of shutting the office at 1 p.m. on Fridays between May Bank Holiday and August Bank Holiday.

Great Place to Work also added one "My Time" day a year where employees can take the day to do something they love, the "Live a Dream Lottery" where employees can pick a once in a life experience, within reason, and win it if drawn, increased maternity leave to 16 weeks full pay and eight weeks at 50%, and increased paternity leave to six weeks full pay.

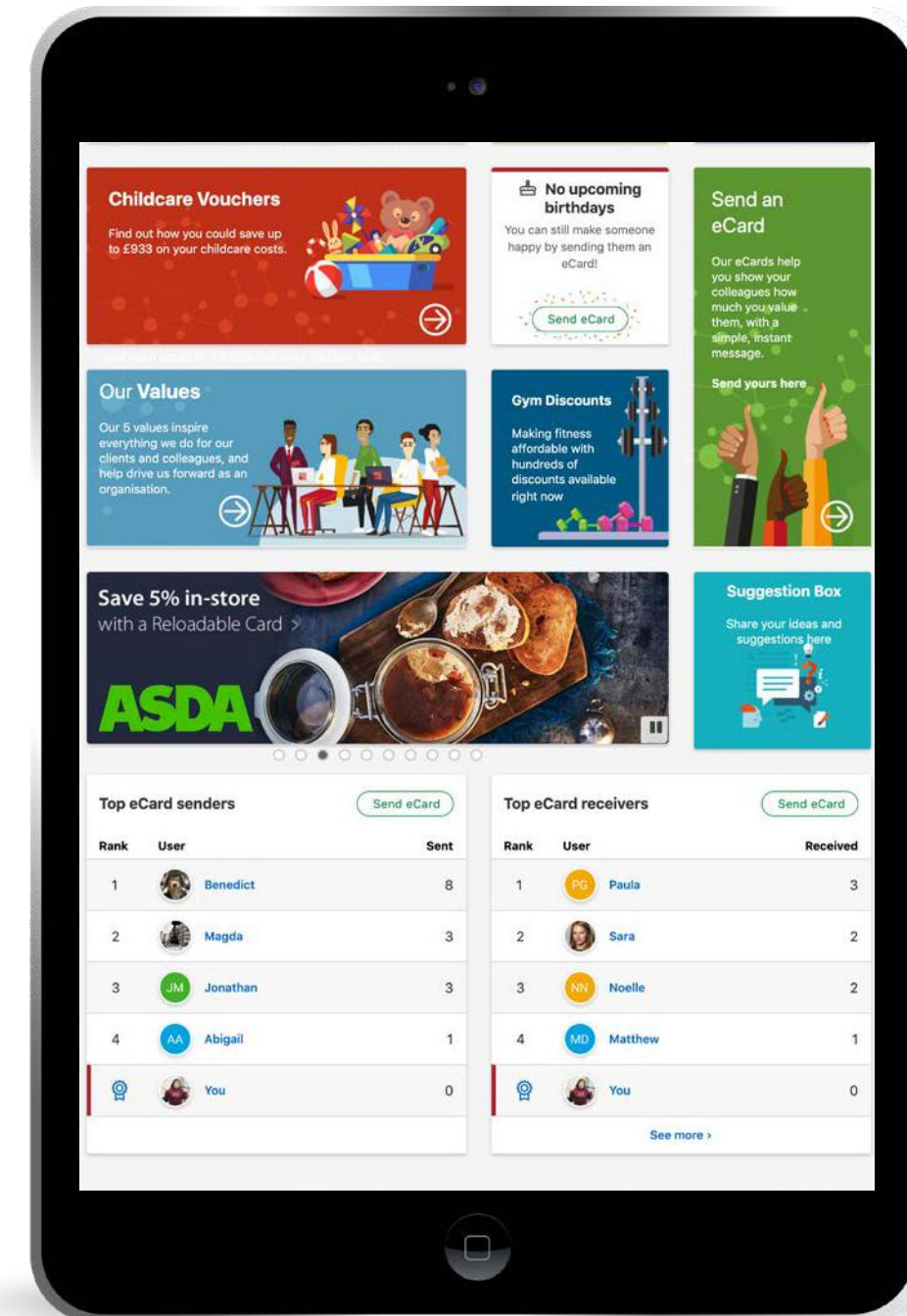


The results:

Half a year after unveiling the new offerings, Great Place to Work saw increased dedication to the company's business goals.

Company sales were 50% higher than at the same time in the previous year, Great Place to Work tracked at a higher level of profitability than ever before and there was no turnover in staff.

Great Place to Work's Reward Gateway platform, The Place, was instrumental in centralising all benefits and company information, acting as a vehicle for enhanced, focussed and up-to-date communication. Anecdotally, new hires have also been raving about the offerings and state that the culture at Great Place to Work is one of their main reasons for joining.



Interested in your own employee engagement solution?

Reward Gateway delivers the only platform that centralises employee benefits, discounts, reward and recognition, employee wellbeing and employee communication tools all in one place.

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