

Improving Employee Satisfaction Scores and Enhancing Employer Brand for Retail Staff

How Missguided focusses on showcasing a unique employer brand and Employee Value Proposition to engage its employees





Industry:
Retail



Number of employees:
381



Average age:
27 yrs



Male vs female:
25:75



Number of locations:
3



Platform features:
Employee benefits,
employee discounts,
employee wellbeing,
childcare vouchers,
employee communications

About the company

One year after the launch of Missguided's engagement platform, the team decided to refresh it, with the aim of increasing employee awareness and participation. To do this, they needed to strengthen the Wanna brand even further.

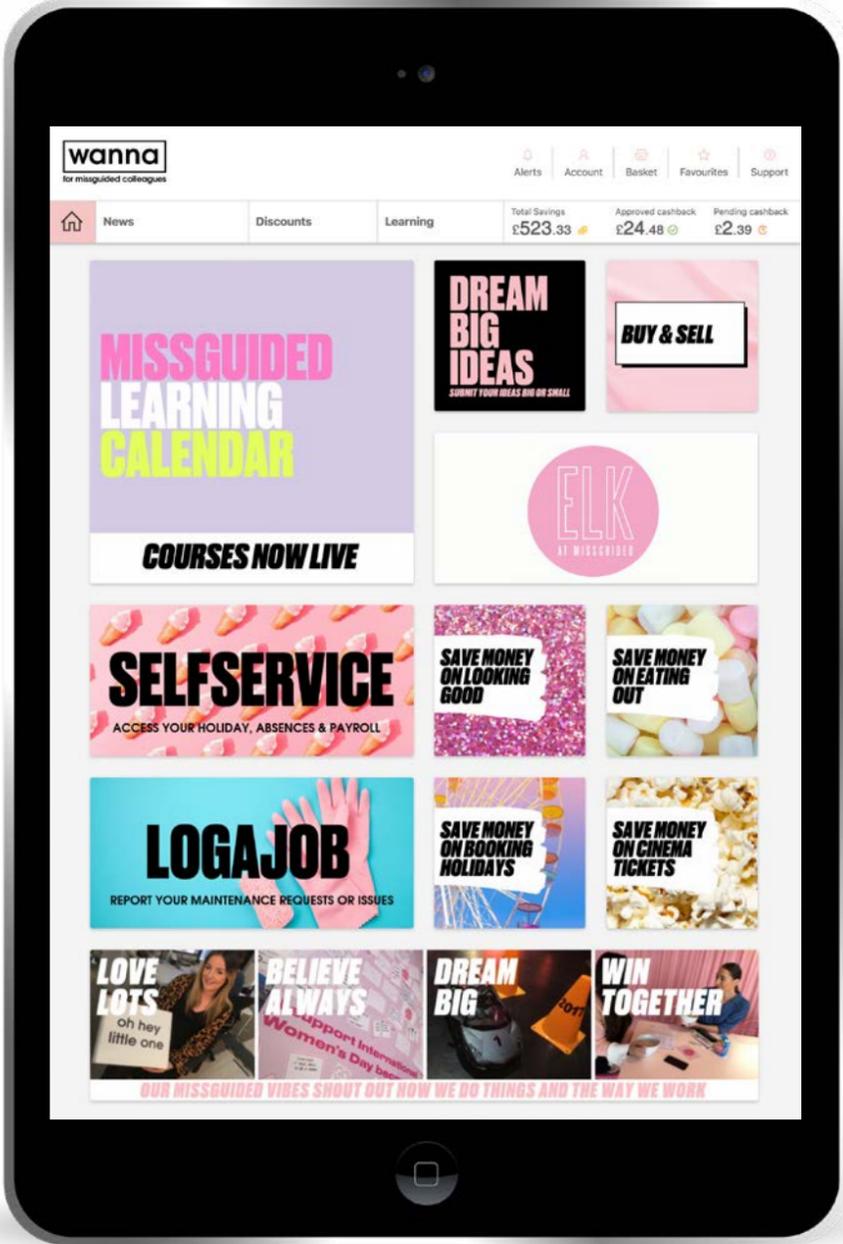
MISSGUIDED

The challenge:

In February 2018, the team at Missguided launched “Wanna,” an employee engagement platform for head office employees. One year after the launch, the team’s challenge was to make the Wanna brand even more memorable and relevant, continuing to drive awareness and engagement.

Initial research from colleagues suggested they wanted more communication, delivered in a simple, timely format. The team decided to use Wanna as an internal communications channel, with the aim of becoming the main way to communicate with employees.

The team collaborated with their colleagues from the various departments that work on building the external Missguided brand to glean advice and guidance for building the internal platform. They also involved employees through focus groups and engagement surveys.



The approach:

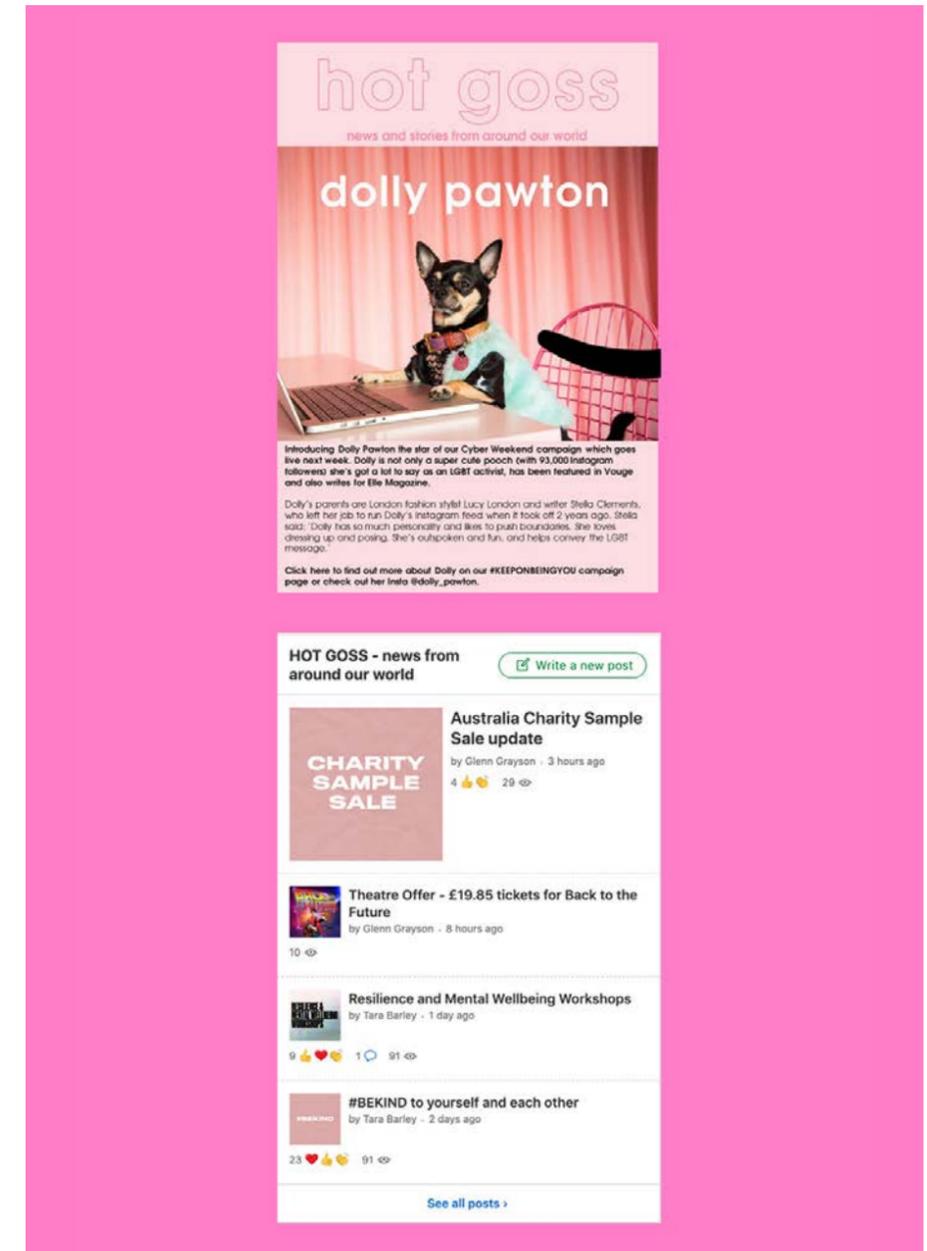
The team knew they already had a strong engagement brand – throughout the year, the platform maintained a cohesive look and feel that could be changed to keep things looking fresh, in the same way that a shop changes its window displays. To switch things up, the platform showcased “hero stories” and images on the top of the homepage.

To provide employees with the instant communication they were craving, the team made use of their engagement hub’s blog functionality, sharing news and stories as they happened. Preview images, along with snappy headlines brought the story to life, making employees want to click and read more. The team found that blog posts were not only a more instant way of

communicating, but also that they took less time than laying out a traditional newsletter or creating an eye-catching email.

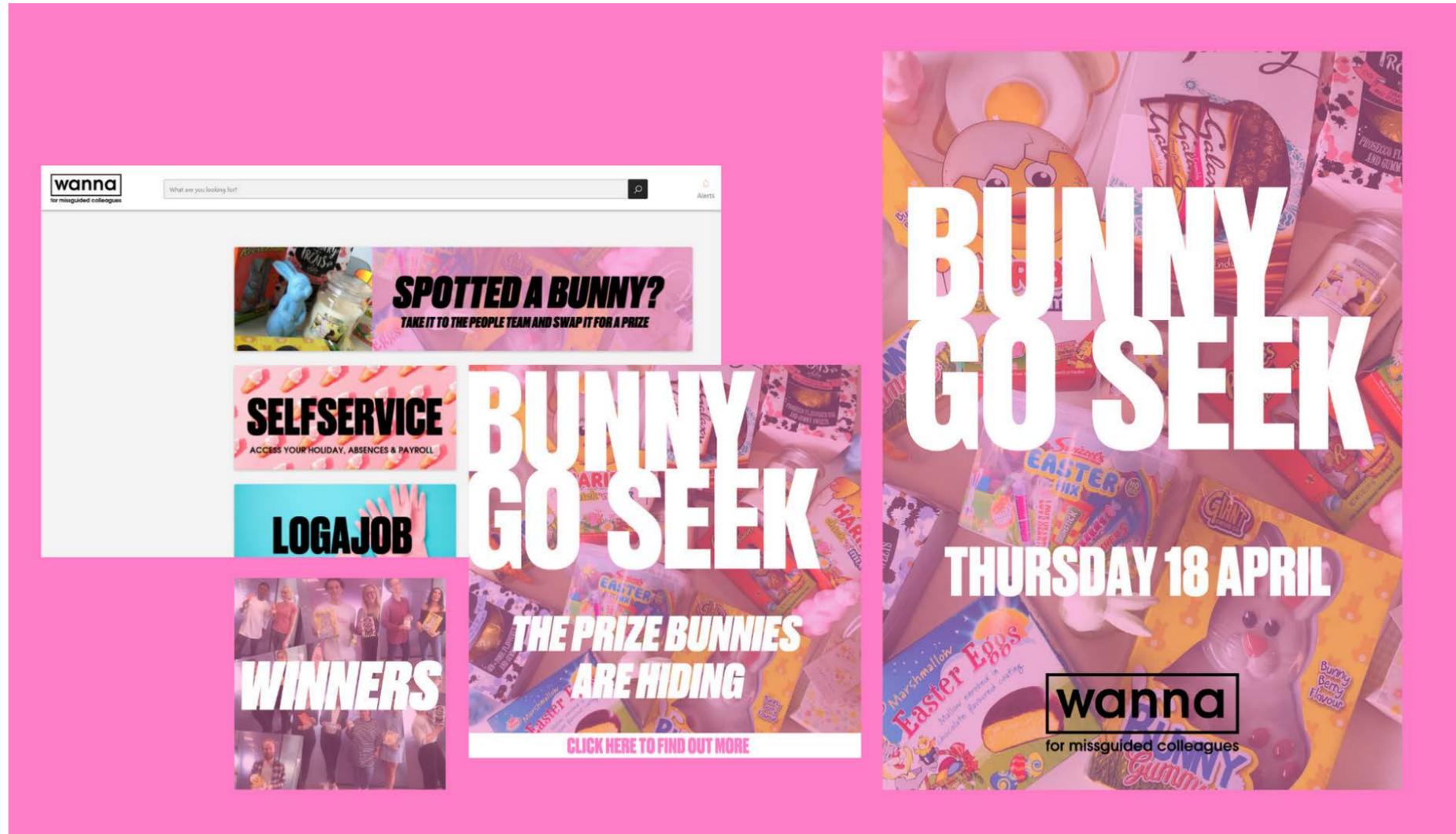
To boost engagement even further, Missguided’s social media team was brought in to consult and give advice on increasing traffic and engagement, mimicking tactics the team uses to drive customers to Missguided’s website and social channels.

This led to the introduction of weekly giveaways, with the idea that staff had to visit Wanna to enter.



Above: Missguided's old e-newsletter

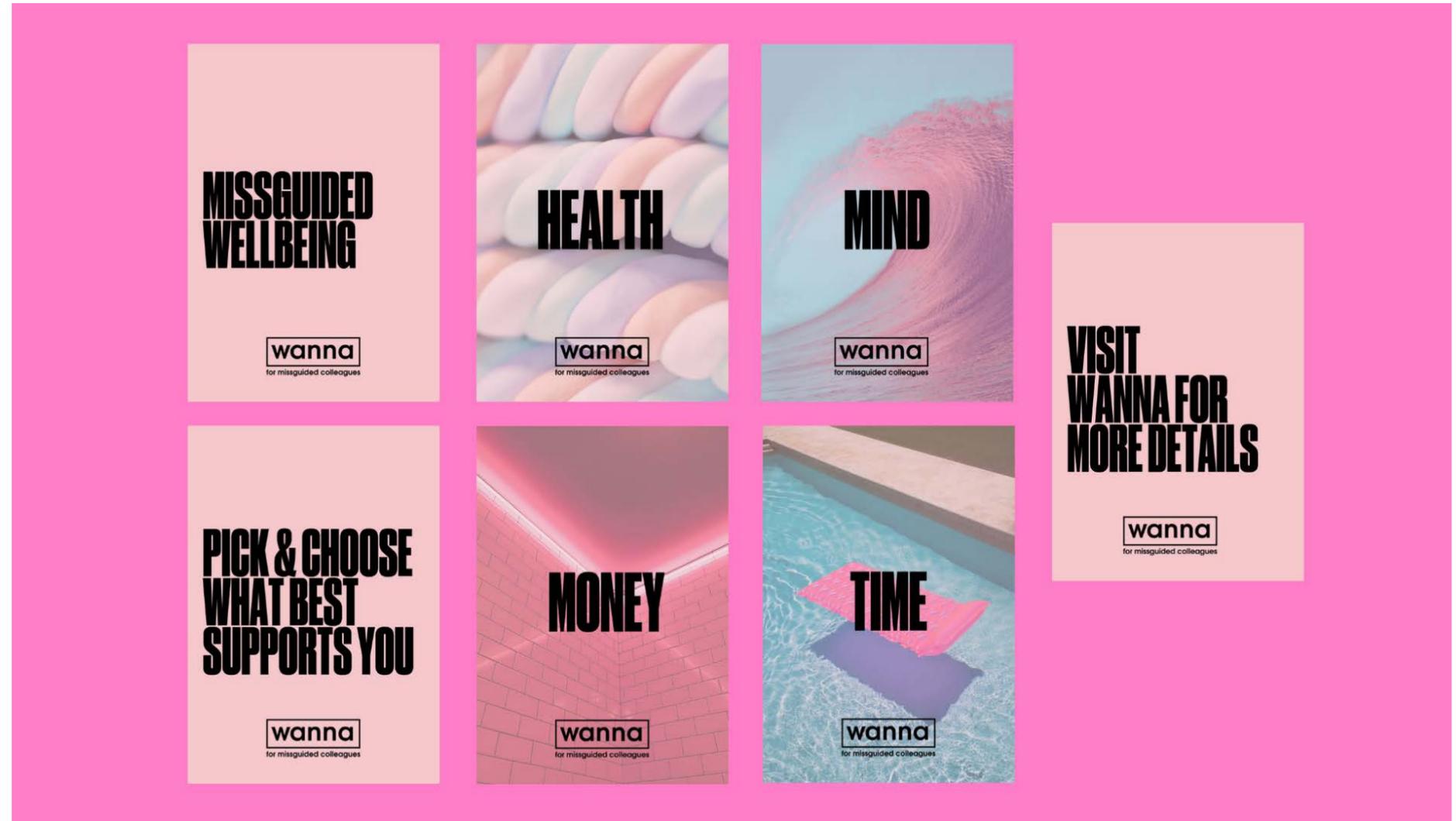
Below: Missguided's new digital blog on its platform



Entering the competitions was always easy – for example, for Freebie Friday, employees simply clicked a button on the homepage to be entered into a prize draw. A summer-themed puzzle had to be solved as part of the Summer Shizzle giveaway, and an Easter-themed Bunny-Go-Seek challenge provided clues as to where employees could find a bunny in the office and exchange it for a prize. Only those reading Wanna knew what was happening with these competitions, so awareness and participation rates soon increased. The team also introduced booking portals to the platform for training sessions or engagement activities, such as a Charlotte Tilbury makeup masterclass.

Examples of competitions and giveaways that have been featured on Wanna throughout Easter

The team created branded posters, which they displayed around the office to drive key messages or a call to action, in order to encourage awareness of and traffic to Wanna. These posters have communicated the launch of Missguided's Wellbeing programme and a discount and savings campaign.

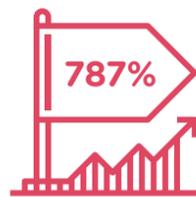


Examples of Wellbeing campaign posters driving traffic to Wanna

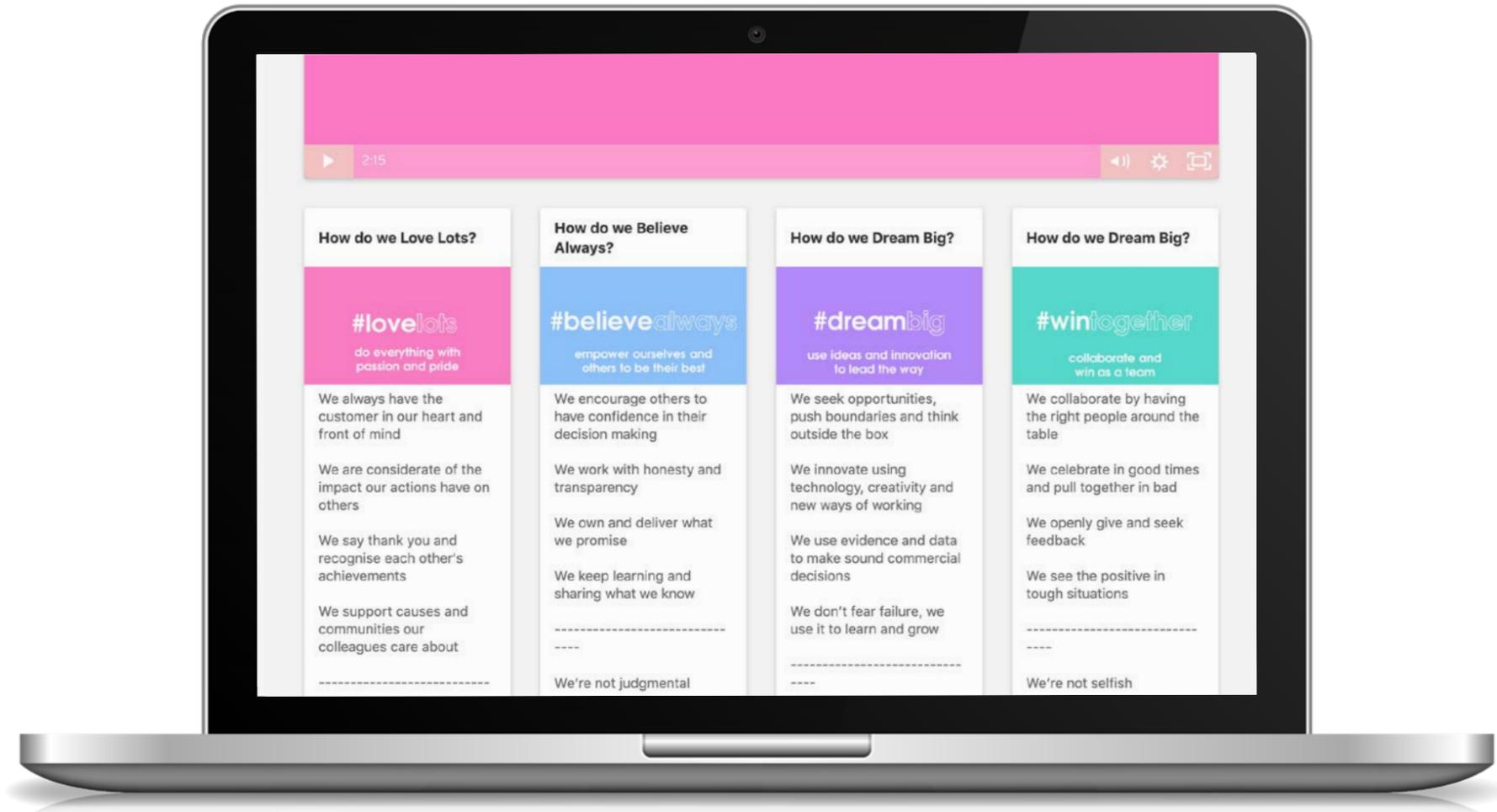
The results:

In May 2019 alone, there were 7,074 logins to Wanna at Missguided – this is equal to 97% of head office employees. When compared to the same period in 2018, this shows a 126% increase in traffic.

Wanna is now the main internal communication channel at Missguided, replacing the need to send multiple emails. Readership of blog posts has increased, and the use of blogging means communication can be instant, without having to save news until the publication of a weekly newsletter.



Within a 12-month period, the team has seen a 787% increase in readership of its internal blog.



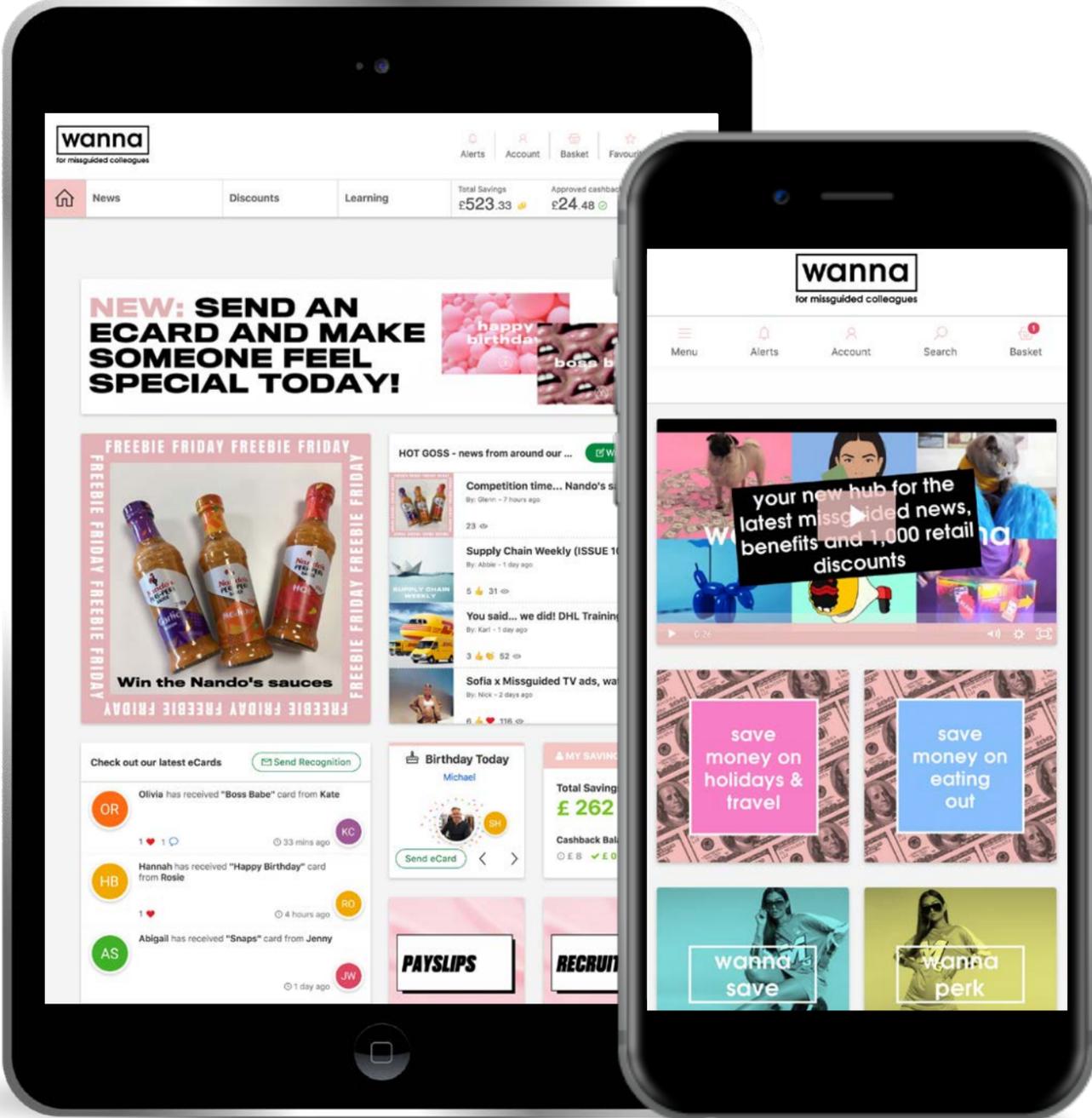
Feedback from the team's most recent employee survey showed Missguided that:

92% of staff care about the company

86% are proud to work for Missguided

79% are usually happy and positive at work

80% would recommend Missguided as a good place to work



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.

Email: info@rewardgateway.com

Phone: +44 20 7229 0349



Reward Gateway delivers employee engagement solutions to more than 1,800 clients worldwide.