

Uniting the Business through a Recognition-Focussed Engagement Strategy

How NAHL Group used technology to bring business entities together and reform the reward and recognition strategy



RewardGateway
the employee engagement people



Industry:
Consumer Law



Number of employees:
221



Average age:
35 yrs



Male vs female:
34:66



Number of locations:
4



Platform features:
Employee discounts,
employee recognition,
employee wellbeing

About the company

NAHL Group plc is a leading UK consumer marketing business focussed on the legal services market. The Group comprises three divisions: Personal Injury, Residential Property and Critical Care.

As an umbrella group with four separate organisations across four different office locations, NAHL Group wanted to create a single source of truth with their employee engagement platform and build a better sense of togetherness.



The challenge:

NAHL Group is an umbrella group of four separate organisations which work across three different divisions and four geographically spread out offices. Whilst each organisation under the umbrella operates separately, each shares a number of central office amenities, including employee discounts provided by Reward Gateway.

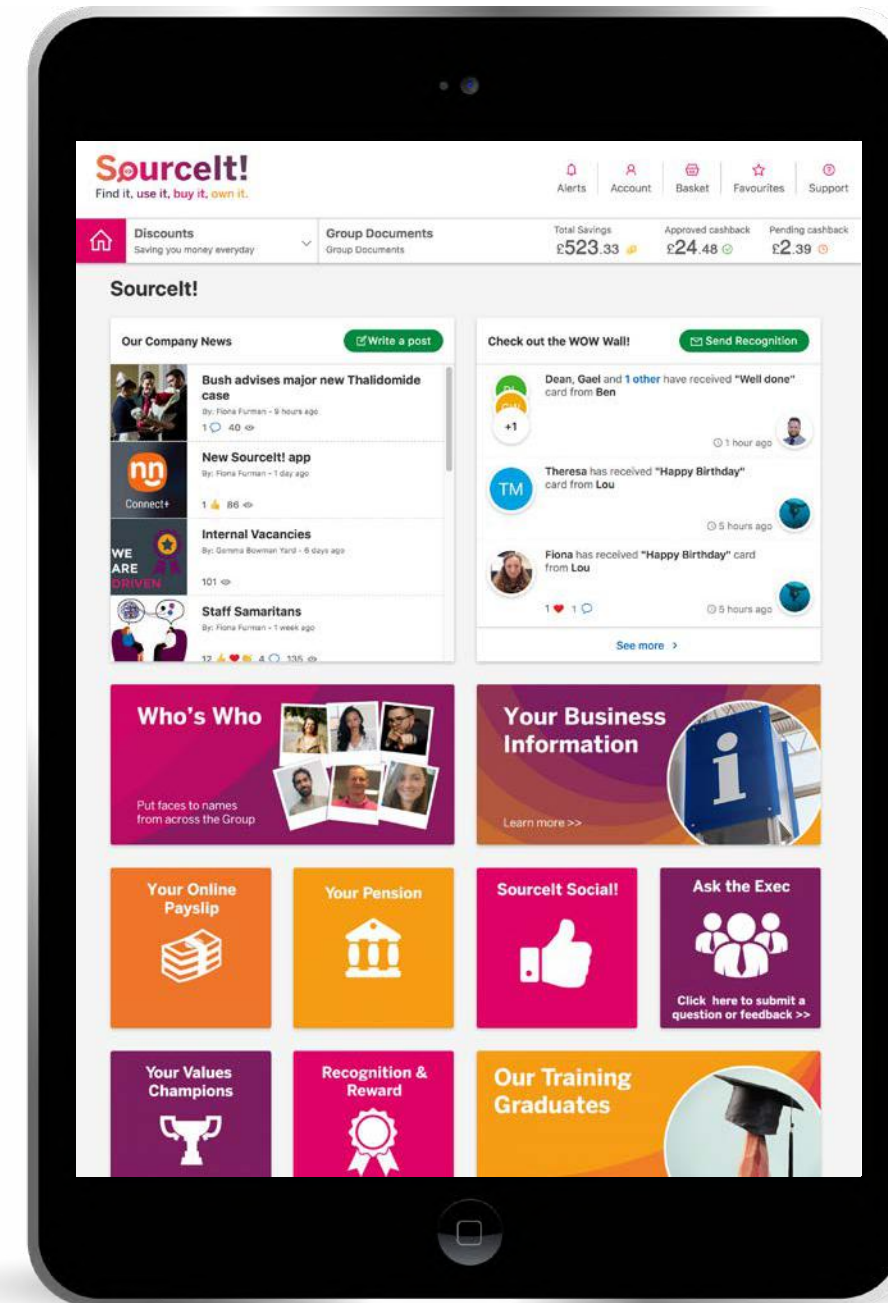
The team at NAHL were introduced to Reward Gateway's new employee engagement platform and straight away saw its potential to help achieve their business goals. This led NAHL to relaunch with the new platform, putting a greater focus on being an engaging, inclusive space for employees to come together with a bigger emphasis on using recognition to drive company values.



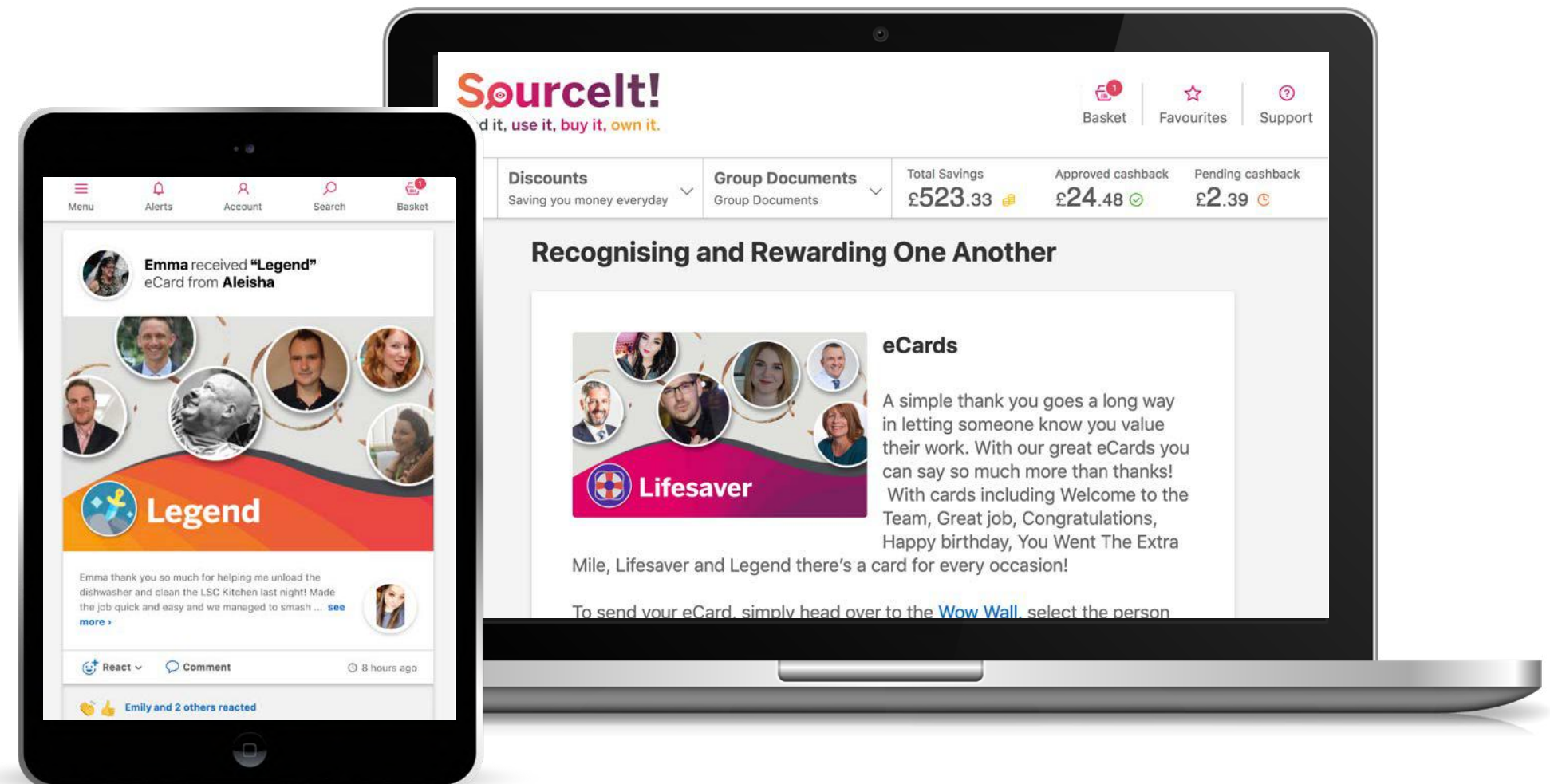
“There was a greater focus on being an engaging, inclusive space for employees to come together with a bigger emphasis on recognition to drive company values.”

The approach:

NAHL's team renamed the platform to "Sourcelt!" with the supporting tagline of "Find It, Use It, Buy It, Own It," reflecting the platform acting as a one-stop-shop for everything an employee in the Group would need. This included a NAHL Group news blog, library of HR information, employee photo gallery with accompanying fun facts and the addition of the Wellbeing Centre - an holistic, online resource covering physical, mental and financial wellbeing. The team worked closely in collaboration with Reward Gateway to ensure the build, redesign and delivery focussed on the user experience.

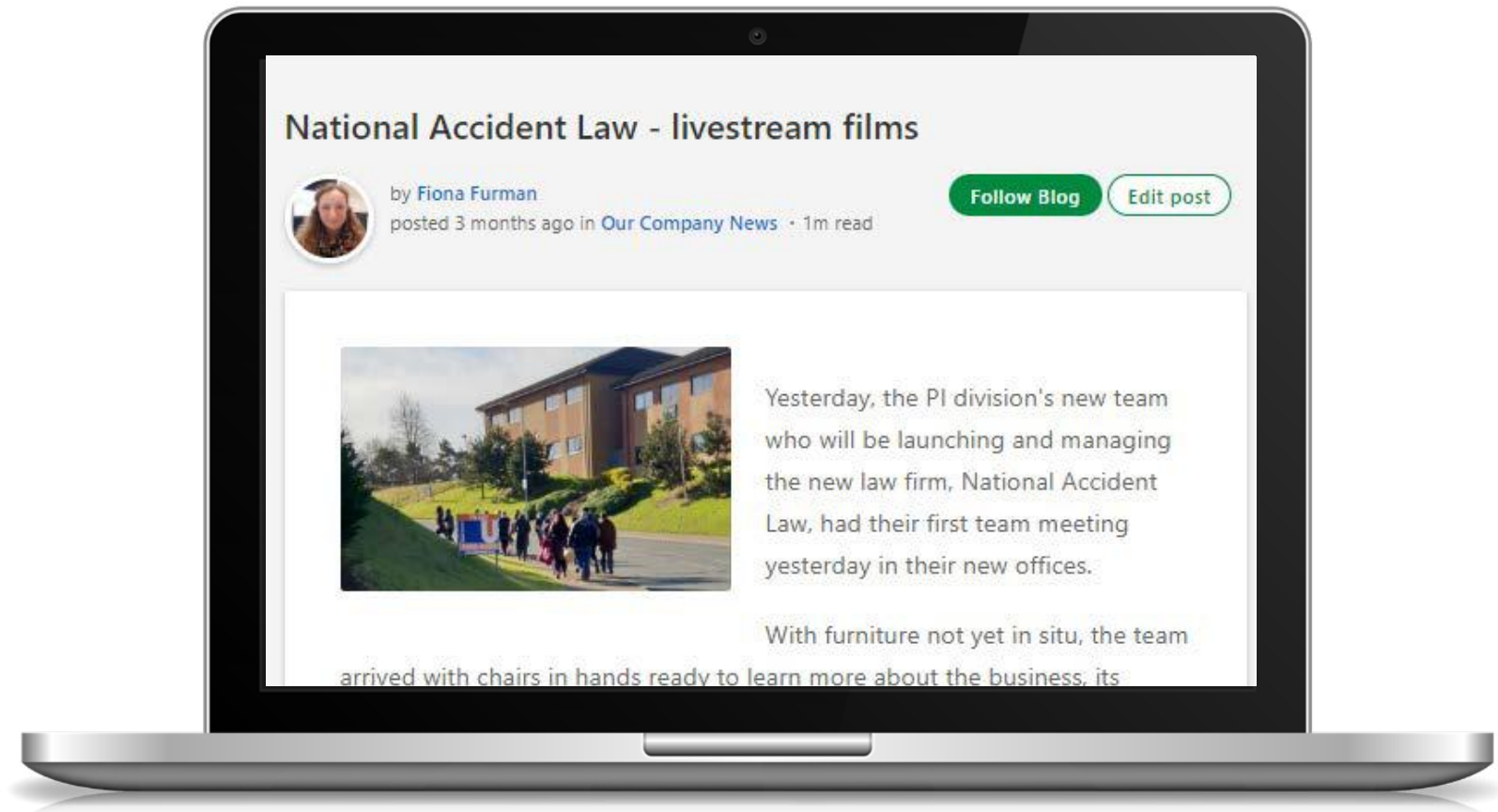


A new set of awards were created to bolster NAHL's recognition strategy, including peer-to-peer eCards and top-down instant awards with a monetary value attached. The addition of a social recognition wall also increased the visibility of recognition moments being sent across the Group by allowing colleagues to share in each other's successes with likes and comments. Annually, recipients of certain awards are chosen by the CEO to receive £250 to spend towards personal or professional development of their choosing.



As the NAHL Group is a business built on relationships and healthy competition, a personal approach was taken to promote the relaunch to engage all employees – especially those who had expressed cynicism about the platform and its value.

The centrepiece of the team's approach was their communications plan deployed two weeks before launch. Highlights of which included teaser emails, how-to guides, roadshows, quizzes, an orientation video, and Sourcelt! Champions to update teams about changes, create anticipation and build excitement.



The results:

With the Sourcelt! platform live, NAHL was quick to see the business message reinforced across the Group thanks to the reduction in silo working and a greater interest in the news being shared on the blog. This was backed up by the amount of unique monthly visitors to the platform increasing by 276%, with the average percentage of users returning to the platform reaching 82%.

And as more employees accessed the platform, the social recognition wall also improved two-way communication between employees, with an 182% increase in the amount of eCards being sent in the first six months of launch.

NAHL's team also saw year-on-year progress through key measurements in the company's employee survey. The amount of employees who agreed with:

“I have the ability to recognise and reward my colleagues”

rose from 60.4% to
94.9%



“There is a strong feeling of teamwork and fun across the company”

rose from 54.0% to
85.0%



“I am clear about what the company is trying to achieve”

rose from 77.9% to
94%



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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