

Consolidating Systems to Drive Increased Engagement and Improve the Employee Experience

How manufacturer Amtico engaged its mainly offline workforce with an all in-one hub for benefits, communication and recognition



RewardGateway
the employee engagement people

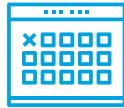




Industry:
Manufacturing



Number of employees:
500



Number of locations:
8



Platform features:
Employee discounts,
employee reward and
recognition, SmartTech™,
Cycle to Work, employee
communications

About the company

Amtico is a global market leader in the design and manufacture of luxury vinyl tiles. Over the past 50 years, it has grown from a humble British brand based in the Midlands to become the go-to choice for designers and architects across the world, selling products in over 130 countries. Today, Amtico remains the largest manufacturing employer in Coventry.

amtico

The challenge:

Amtico first reached out to Reward Gateway in September 2017 with a clear objective: to centralise its employee benefits and discounts programmes and make its new platform accessible for every member of staff within the organisation.

Prior to this, its benefits packages had been sourced from a mixed bag of individual suppliers. Not only did this lead to extra time and hassle when managing programmes separately, it also meant that communicating its entire benefits offering as a whole was particularly challenging. In turn, this was having a big impact on its wider Employee Value Proposition and ability to keep employees motivated beyond salary.



The choice to go with Reward Gateway was a really easy one to make in the end. We'd spoken to four or five different benefits providers before whittling them down to a shortlist of three, though once we'd seen the demo of how the RG platform worked we knew right away it would be the best fit for our organisation, internal culture and vision for greater engagement."

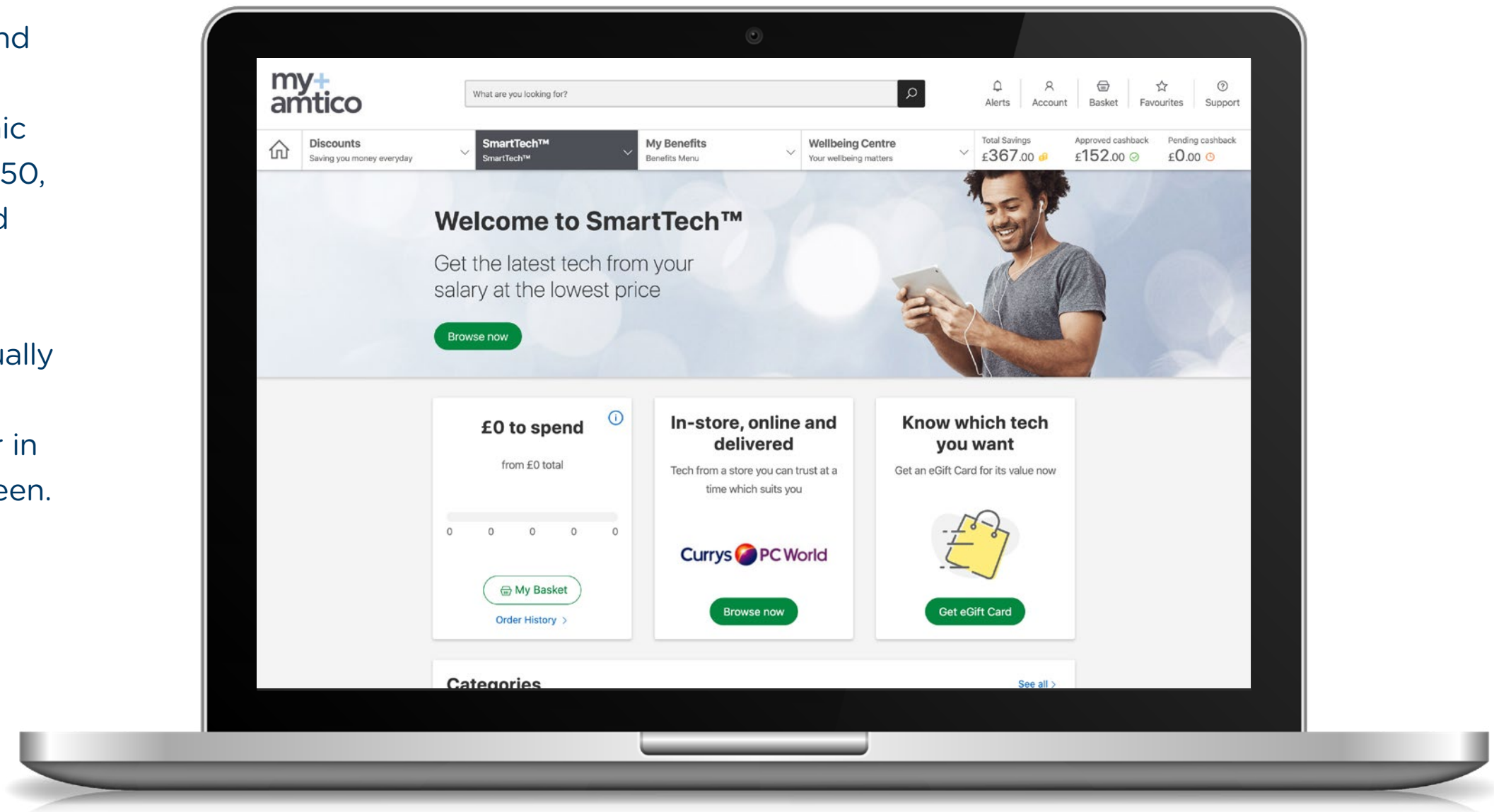
– Lisa Tite, Payroll & HR Systems Specialist, Amtico



Challenges:

- Decentralised benefits programmes made it difficult for employees to find information
- Poor benefits uptake
- Lack of employee motivation beyond pay
- Lack of strong internal brand identity

Amtico was also missing a strong brand identity for its internal initiatives that would engage its primary demographic of male employees aged between 35-50, the majority of whom work offline and have varying levels of IT competency. That's why Amtico needed a platform with a seamless UX that was both visually engaging and simple for anybody to use, whether they're on the shop floor in Coventry or managing sales in Aberdeen.



The approach:

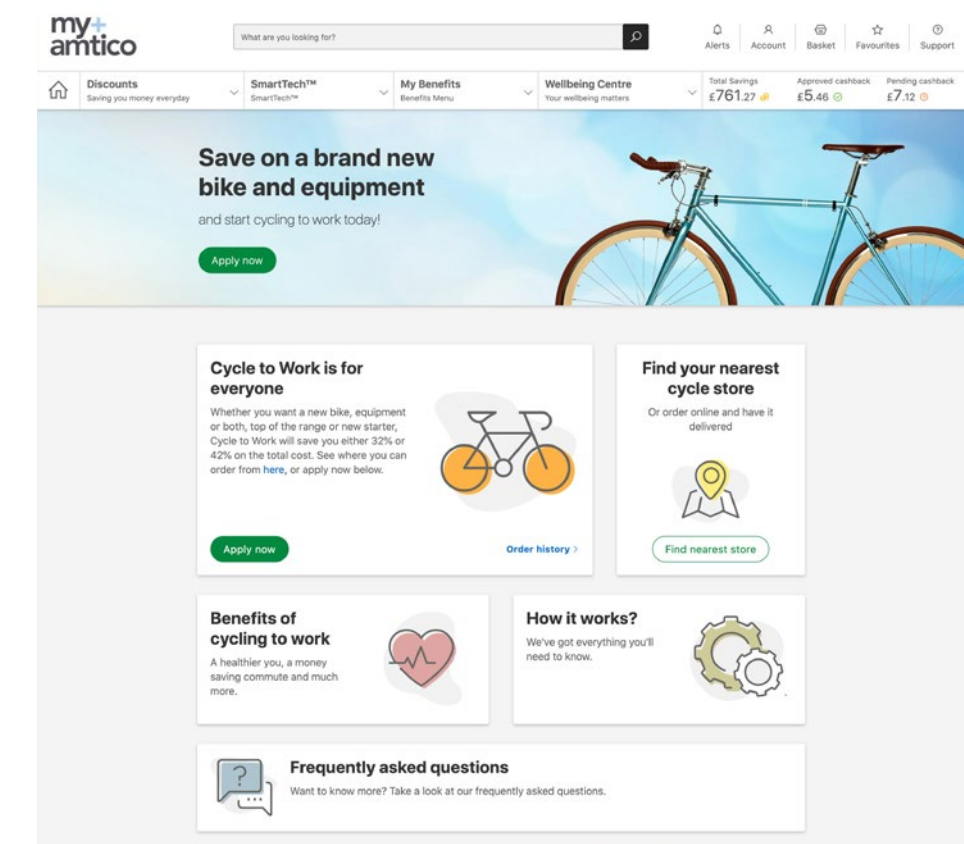
The first step with Amtico was to curate a range of benefits and discounts that would appeal to its workforce demographic. employee discounts, SmartTech™ and Cycle to Work were three initiatives that stood out as a good fit, all of which have easy-to-follow application processes on the Reward Gateway platform.

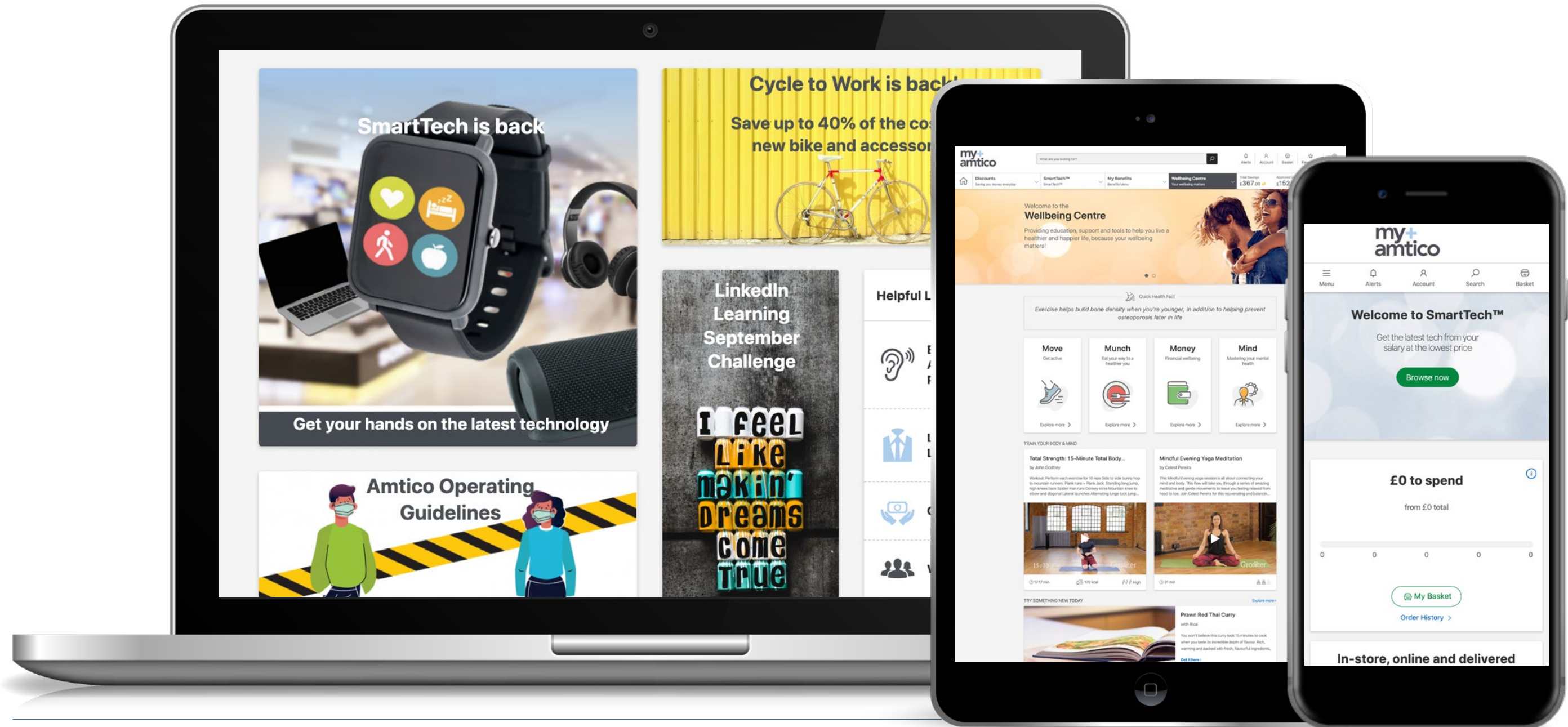
“Our employees had actually been pushing for a Cycle to Work scheme for years,” Lisa explains. “We were always told it was too much hassle to set up, or that HR didn’t have enough time to roll it out. That all changed once we saw just how easy it was to run and promote the programme through the RG platform. It was so rewarding to finally find the perfect system to make it a success!”

With a good blend of initiatives lined up, Reward Gateway got to work on developing a strong brand for the platform and a few initial design concepts to help secure buy-in from senior leaders. The name ‘MyAmtico’ came from an internal staff poll, which proved a great way to start generating a buzz around the new system and underlined the idea it was built to serve Amtico’s employees.

“Having the RG support team there to challenge our thinking, discuss ideas and bring them to fruition has been so valuable,” says Lisa. “When I think of other software companies we’ve used in the past, there’s always been a lot of pushback on what they’re willing to do to support their clients once the product is out of the

box. With RG, it’s completely different. I’ve never once had a response to a support request that says ‘we can’t do that.’”





The MyAmtico hub is a one-stop-shop for employee benefits, employee discounts, reward and recognition, communications and surveys for employees to engage with.

Boosting engagement over Christmas and beyond

Given the number of staff working offline on the shop floor, getting all employees to buy into the idea of using a new digital platform was always going to be a challenge for Amtico. That soon changed, however, thanks to some clever thinking from Lisa and the team just before Christmas.

“One of the things Amtico has always done is sending out vouchers and gift cards to all staff in December,” says Lisa. “Down the years it’s proven to be a very popular initiative among our employees, many of whom look forward to the vouchers as a bit of extra financial support over the festive period. To drive greater engagement with our platform, we decided to scrap the physical gift cards and take the whole process online through Reward Gateway.

“That meant employees needed to sign up to the platform to get their voucher, so then they’d also see the complete range of benefits available to them. This initial drive really helped to gain faith in the new system, even among members of staff that were quite tech-sceptical at first!”



Rewarding excellent ideas

Another key aspect of MyAmtico is the ability for employees to offer feedback, recommendations or potential cost-saving ideas they happen upon in their day-to-day role.

“We wanted to encourage our employees to find ways to make our processes safer and more efficient for everyone,” Lisa explains. “That’s why we set up a system through the platform that rewards staff for sending in cost-saving suggestions or health and safety improvements.



It’s been hugely popular among our manufacturing team. The most recent example that springs to mind was a colour coding system that makes our most common products easier to find. It’s really helped our employees on the shop floor and the man responsible pocketed £50 for sending in the idea!”

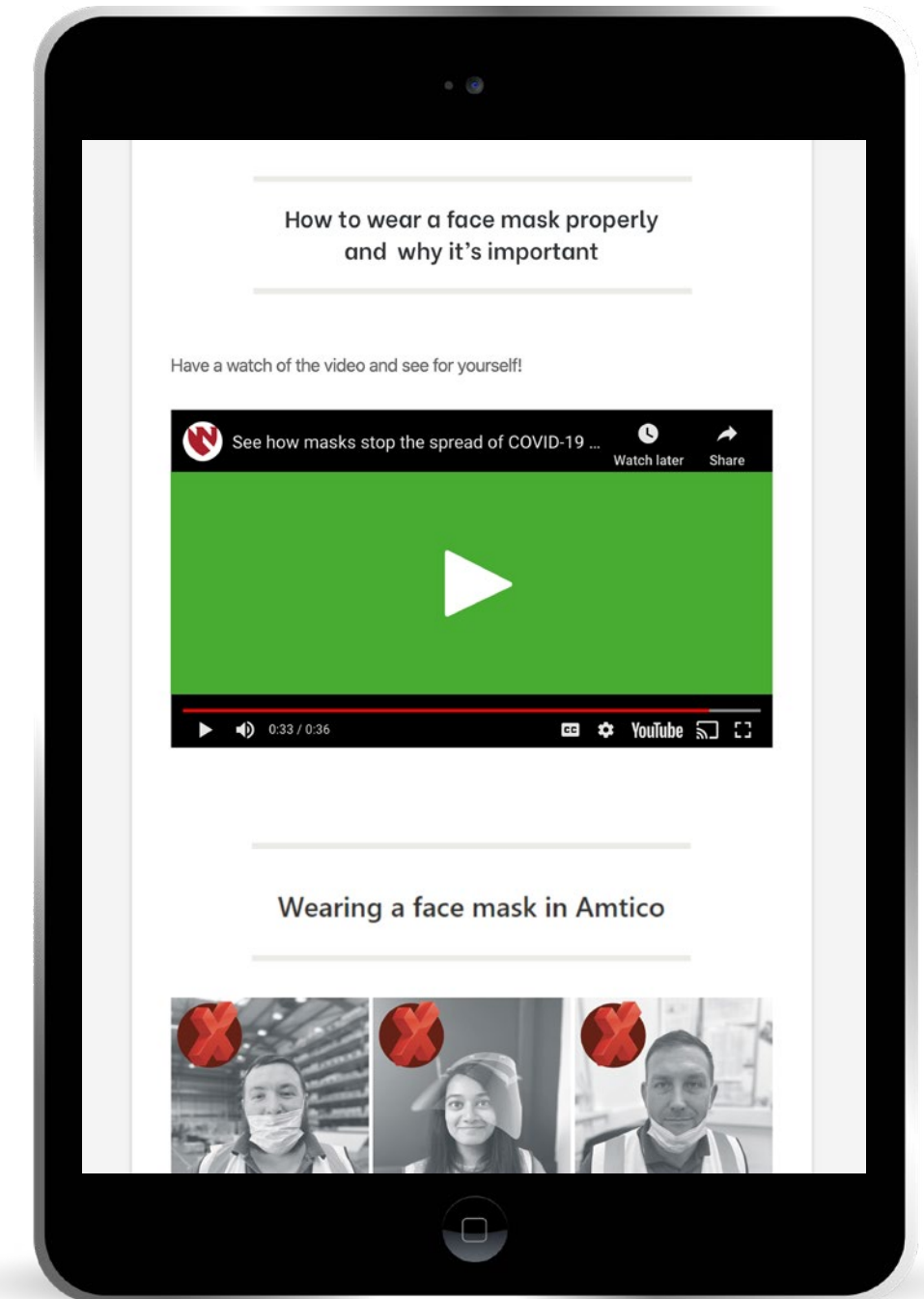
Easy communication in challenging times

2020 has been a tough year for the manufacturing industry, and Amtico knew it had to act quickly to keep all employees on the same page and up to date with key developments.

“We decided from the first week of the lockdown to start using the platform as our main portal for internal comms, company news, vlogs and informational content,” Lisa explains. “Funnily enough, it’s been the guys on the shop floor that are really engaging with posts and leaving comments. I think that’s mainly because it’s so easy for them to use the platform and they don’t even need an email to access it.

“The involvement and support from our CEO and senior leadership team has also been fantastic. They’ve taken the opportunity to run Q&A sessions and share weekly updates that go out to the whole organisation and encourage people to respond through the platform.”

That quick decision back in March seems to have paid dividends for Amtico’s internal comms strategy. From a total headcount of around 500 employees, it now regularly receives 200+ hits on posts – a 66% YoY increase. Amtico has clearly struck upon a great way to communicate with a primarily deskless workforce, whilst also providing an open channel for staff feedback and suggestions.



The results:

Since launching back in November 2017, Amtico has seen staff engagement with its platform rise significantly every year. In fact, by May 2019 the team had managed to get **496 out of 525 employees (95%)** to sign up and engage with the platform – smashing their HR Director’s original target of 90%.

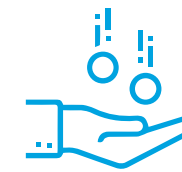
Collectively, Amtico’s employees have spent **over £1 million** to date, saving a grand total of **£79.3k** on their everyday supermarket shopping, holidays and whitegood purchases. The Cycle to Work scheme has also proven a big success with over £25k spent by employees within the past three years.

“The self-service element of the platform has also been a huge benefit for us internally,” Lisa adds. “Beforehand, there was always a reliance on myself and our wider HR department to manage admin, find and reprint documents that had been lost and deal with repetitive requests. Now we have a central hub where everything is stored and easy to access within just a few clicks.”

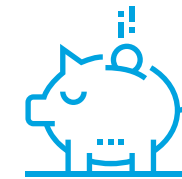
Looking back on the past three years, it’s clear that MyAmtico has evolved from a benefits and discounts system to become a central hub for employee activity, reward and communications – and that’s something that Lisa and her team look set to benefit from for years to come.



95% of staff signed-up



Over **£1 million** spent



£79.3k saved



66% YoY increase in content engagement

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