

The Book of Engagement Success

**How Reward Gateway clients achieved measurable
results and return on investment**



RewardGateway
the employee engagement people



Hi there,

The employee engagement solution you choose for your employees has a significant impact on your business. With the right technology and support, you can improve attraction and retention, employee engagement, satisfaction, productivity and morale, driving tangible results that add to your bottom line in cost savings and give you a high return on investment.

While some technology promises great results, it often falls short due to lack of usage, and the following failure to deliver ROI.

In this eBook, we've brought together some of our favourite stories of engagement success, where technology and strategic partnership intersect to drive business outcomes that matter for companies of all sizes.

If you're in the process of looking for an employee engagement platform that can deliver real results, we're here to help.

Let's dive in.

Kylie Green

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Organisations
with more than
2,000 employees

WWAZ
TVRZ
TTAW
CCAD
HAEW
JJAS
RRAP



+111.51	▲	-99.31
+92.21	▲	-87.59
+87.14	▲	-67.54
+131.94	▲	-121.49
+74.58	▼	-67.24
+94.71	▲	-61.41
+77.91	▼	-59.38



The Challenge:

Welcome Break is a highly diverse business, with 5,500 employees from more than 75 countries. Policy changes in the EU led to a strain on retention and increased turnover, so the company looked at its benefits offerings to see how it could offer a more rounded approach to reward for its employees to improve its overall Employee Proposition and recruitment/retention strategy. Welcome Break had to find a way to retain employees, while creating a range of benefits to attract the 18+ demographic, while reducing spend on recruitment agencies and a goal of reducing labour turnover by 10%.

Reward Gateway solutions include:

- A rebranded engagement hub, 'My Welcome Break,' put benefits on display in one unified hub
- Focus on wellbeing included a new Cycle to Work programme, Wellbeing Centre resources, EAP, an employee discounts scheme and more
- Simplified platform layout to make it easy for employees to understand benefits on offer



£135k reduction
in recruiting spend



17% decrease
in turnover

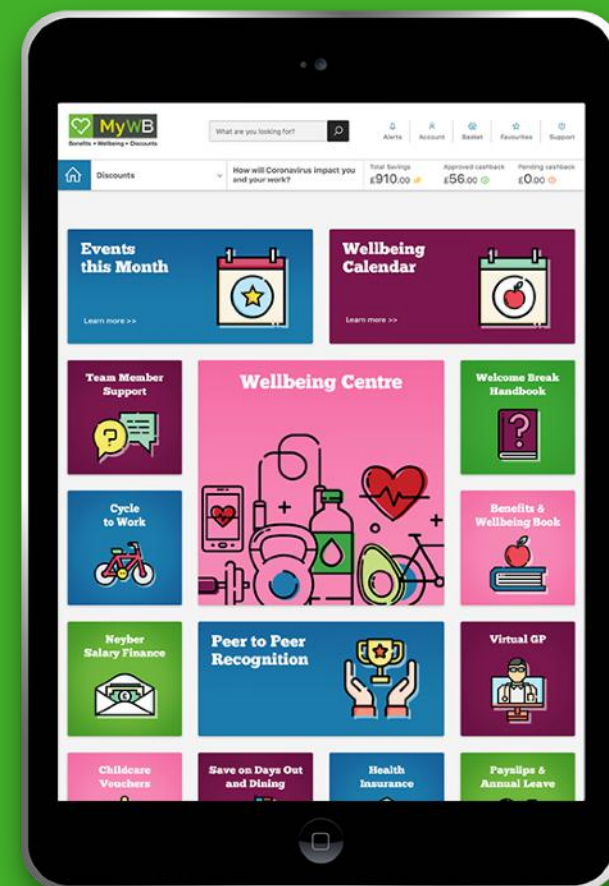


Increase in benefits
satisfaction jumped from
75% to **85%**

Industry: Retail

Number of Employees: 4,000

Products: Employee discounts, employee wellbeing, Cycle to Work





The Challenge:

HomeServe always has had a hybrid workforce, with one third of its people operating as engineers working in the field, and the other two thirds as contact centre and support staff typically working in the office. Back in 2014, HomeServe partnered with Reward Gateway to help them create an initial culture of appreciation. Originally, HomeServe started out with employee discounts and employee recognition. But seven years later, the organisation has rounded out its platform and it's become a one-stop-shop for everything employees need. The platform has become a great way to connect its dispersed people, increase conversations and celebrate wins.

Reward Gateway solutions include:

- Transformed discounts and recognition platform into a one-stop shop with communications, benefits and wellbeing tools
- An expanded multi-level reward and recognition programme with non-monetary eCards, peer-to-peer awards and manager-led awards
- Increased conversations around strategic recognition to build a culture of appreciation into the business



Improved engagement score from 56% to **82%** in first three years post-launch



2016 **Highest Rated CEO** on Glassdoor & 2017: Glassdoor **Best Places to Work** (Employer's Choice)

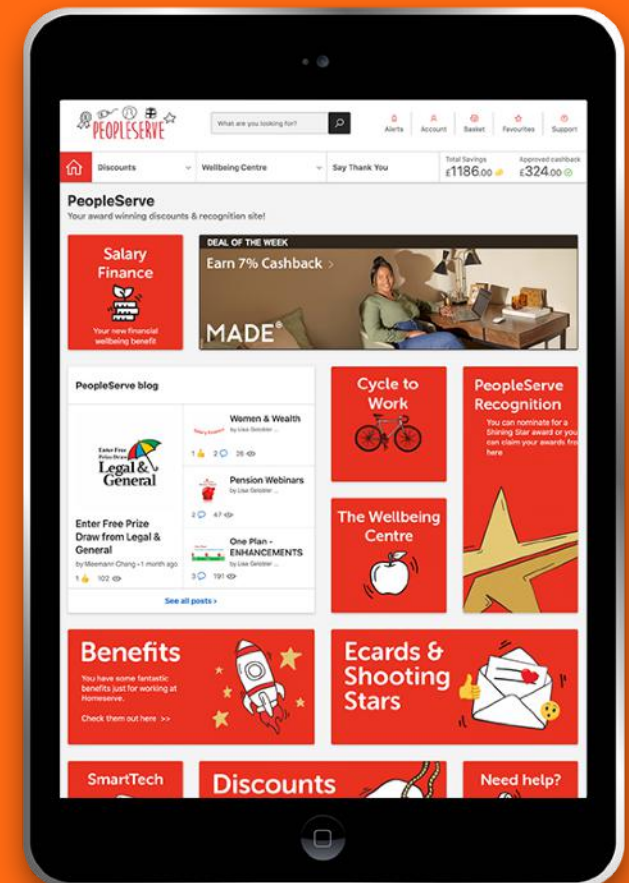
Bloomberg

2016: Bloomberg UK **Best Employers**

Industry: Consumer Services

Number of Employees: 2,500

Products: Employee wellbeing, employee communications, employee rewards and recognition, Cycle to Work, SmartTech™, employee discounts



MEARS

The Challenge:

Mears first reached out to Reward Gateway with a clear set of challenges. Despite having several reward and discounts programmes from various providers in place, its HR team found that employees, especially those working on the front lines, were barely engaging with their core offering at all. Along with a dispersed workforce, the task of communicating key initiatives was made all the more difficult thanks to the lack of a centralised platform. The organisation needed a one-stop-shop where employees could access all company initiatives to increase awareness and engagement, so 'Mears Connect' was created.

Reward Gateway solutions include:

- Two custom content portals on the Mears Connect platform – 'Company News' for all company updates and information and 'My Community' for employee opinions, stories, shout-outs and more
- A mobile-first approach to reach offline employees, with a focus on the SmartSpending™ mobile app for easily accessible discounts
- Tailored eCards around the organisation's company values to create a culture of recognition



500% increase
in frontline engagement



£88k saved
in operational costs

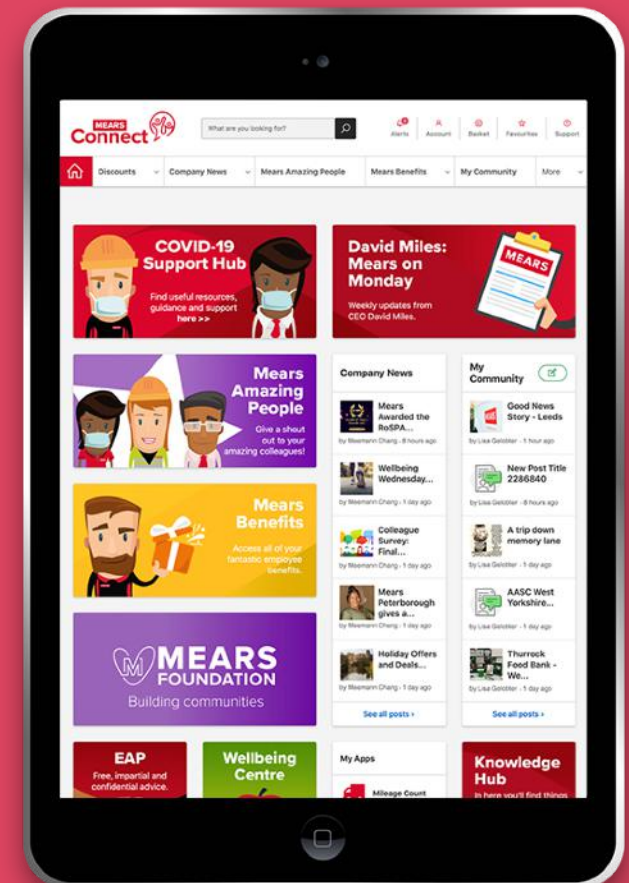


£808k
spent through the
platform

Industry: Housing and Care

Number of Employees: 6,500

Products: Employee reward and recognition, employee communications, employee discounts, employee wellbeing





The Challenge:

When the team at KP Snacks received feedback from an employee survey that suggested employees did not truly understand the value of their total reward package, they decided to create a platform encompassing discounts, rewards and recognition, using the company's existing Values & Behaviours branding for a fun and familiar feel. The company has a largely offline population with a varied demographic, spread over eight sites nationwide. The benefits on offer had low engagement levels, particularly as the discounts and recognition initiatives varied by location, and employees didn't have a central location where they could easily access information about them. The existing recognition scheme consisted of paper and electronic 'call-out cards.' For their recognition awards, the team used paper gift vouchers that could only be used at a limited range of retailers.

Reward Gateway solutions include:

- Tailored one-stop shop platform, 'KP4ME,' that matched the existing branding for a familiar feel
- Platform housed all benefits, communications, recognition, a Wellbeing Centre and other company information
- Dedicated day to maximise early engagement followed by road shows to guarantee people were using 'KP4ME'



£850k

spent six months
post-launch



2021 Best Companies:
Big Companies

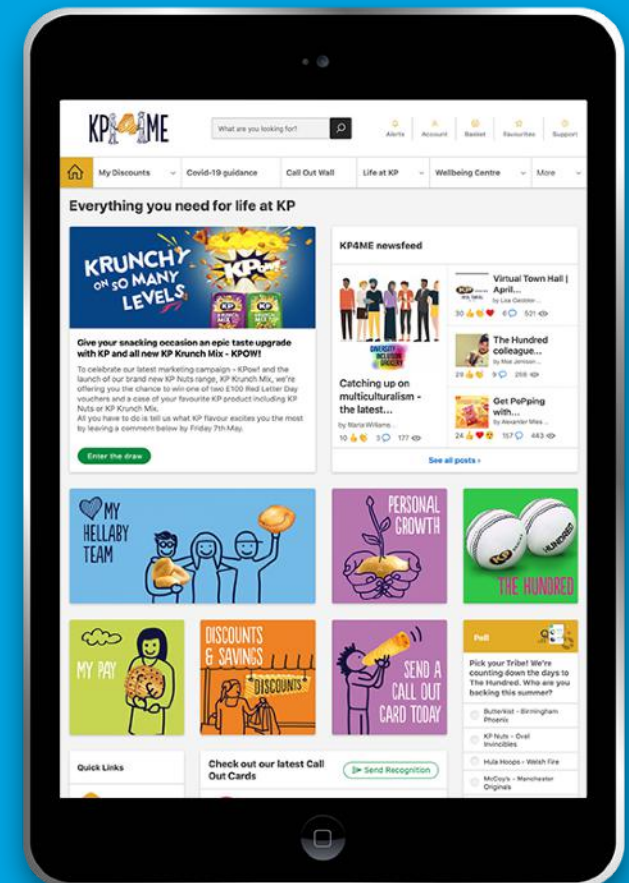


98% registration
with high engagement

Industry: Food and Beverage

Number of Employees: 2,000

Products: Employee reward and recognition,
employee discounts, Cycle to Work





The Challenge:

Hertfordshire County Council (HCC) is a public sector organisation, and because of this employees experienced pay freezes over the course of several years, alongside other cost-saving measures that impacted employees. Following a 15% decrease in employee satisfaction with their benefits package, HCC needed an innovative and cost-effective solution to improve its Employee Value Proposition. The organisation set about creating a strategy to develop and communicate a total reward package with the 'Herts Rewards' brand.

Reward Gateway solutions include:

- A fully branded platform named 'Herts Rewards' where employees can access all benefits, communications, discounts, wellbeing initiatives and more
- Targeted campaign to get employees excited about using the platform
- A competition to encourage more registration on the platform with a voucher delivered through Herts Rewards for the winner



12% increase

in staff survey results



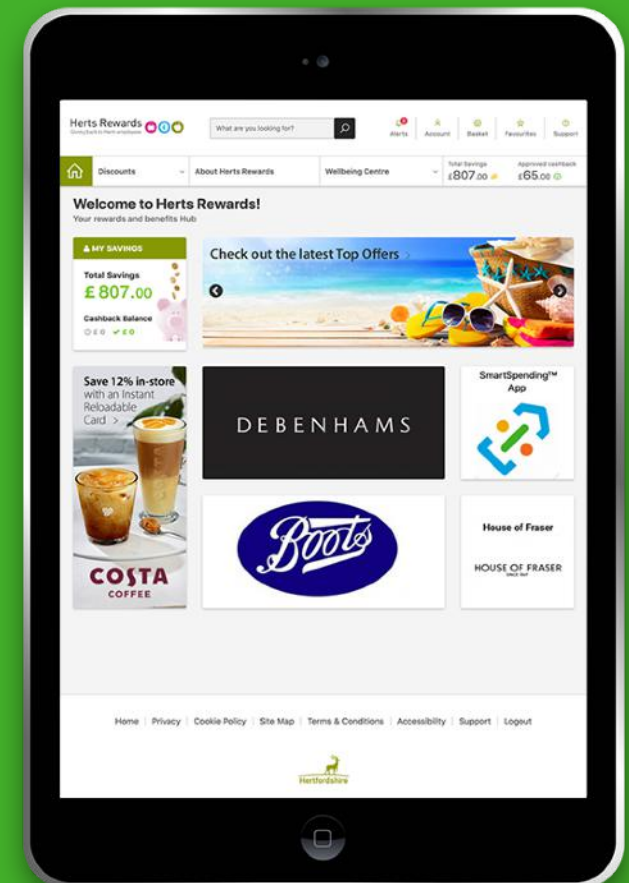
44% increase

YoY on employee spend

Industry: Government

Number of Employees: 32,000

Products: Employee discounts, employee rewards, employee wellbeing





The Challenge:

Selco Builders Warehouse has a primarily store-based workforce and most employees don't have access to computers during work. Following an employee survey, the company determined that its main priorities were to raise awareness of the benefits package offered, increase employee engagement and improve employee communications. To achieve these goals, Selco created the 'My Gateway' platform, which housed all company-wide initiatives and became the central place for communications.

Reward Gateway solutions include:

- A competition amongst managers to encourage their teams to register for the platform, which was important to gaining leadership buy-in
- A themed 'Mad March' campaign to drive awareness and excitement of the new employee engagement platform
- A consolidated single sign-on login to the platform to make the platform more accessible



5% decrease

in employee turnover



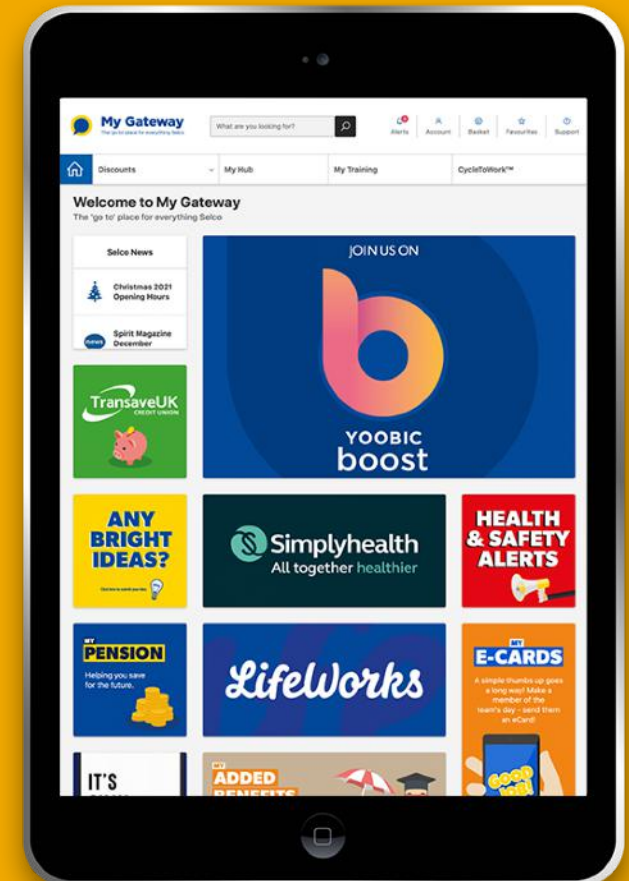
14%

improvement in how employees
view their benefits

Industry: Builders Warehouse

Number of Employees: 3,100

Products: Employee discounts, employee recognition, employee communications





Organisations
with fewer than
2,000 employees

WWAZ
TVRZ
TTAW
CCAD
HAEW
JJAS
RRAP



+111.51	▲	-99.31
+92.21	▲	-87.59
+87.14	▲	-67.54
+131.94	▲	-121.49
+74.58	▼	-67.24
+94.71	▲	-61.41
+77.91	▼	-59.38

GANT

The Challenge:

GANT UK is a clothing retailer with locations in Ireland, the UK and more. After distributing an employee survey, the HR department realised there were areas of the business to be improved, most notably in reward and recognition and learning and development. The organisation sought a cost-effective solution to connect its dispersed workforce and improve both R&R capabilities and its overall employer brand, helping with employee attraction.

Reward Gateway solutions include:

- A recognition programme with eCards aligned to the company values of being authentic, innovative and passionate, plus instant monetary awards
- Use Employee surveys to gain instant feedback through pulse surveys so the team can act quickly and prove that they are on track with engagement initiatives
- An employee discounts programme to stretch employees' income and improve their financial wellbeing



29% reduction
in employee turnover



9% increase
in culture index score

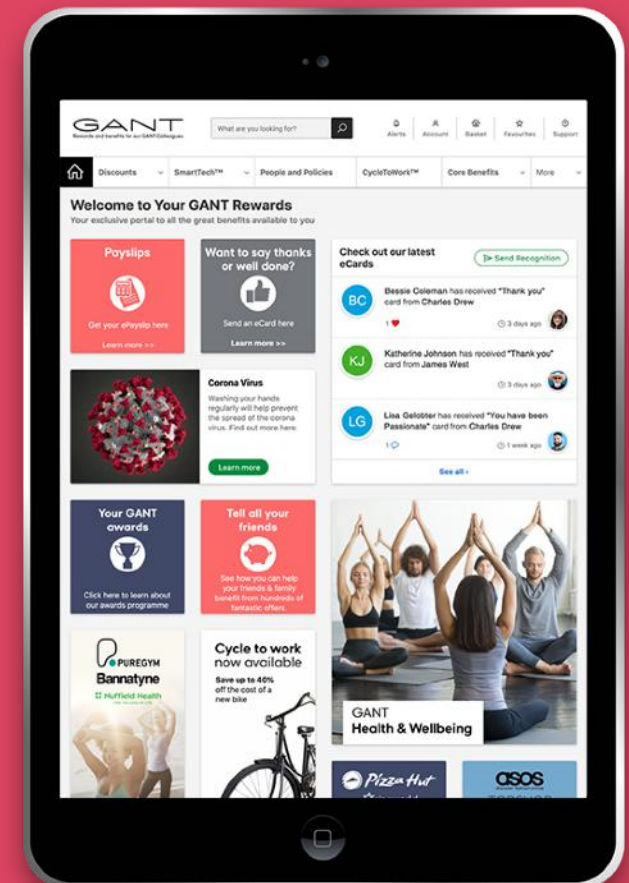


Almost
£22k in savings

Industry: Retail

Number of Employees: 300

Products: Employee recognition, employee discounts, employee surveys



The Challenge:

When a staff survey revealed that employees lacked understanding of the reward and recognition offerings available, coupled with a low engagement score of 43%, Deirdre Ward, HR Business Partner at Watford Community Housing Trust, knew the organisation needed to improve upon several areas. Deirdre set out to transform the company culture through improvements on benefits communications, paper-based systems that caused confusion and error in the reward and recognition experience, and a focus on the customer experience, which had a low score of 65%.

Reward Gateway solutions include:

- Instant awards to empower managers to recognise achievements and boost productivity
- New digital recognition initiatives, including tailored eCards that reflected Watford's staff behaviours
- New director's awards, which allowed managers to reward their employees, as well as peer-to-peer nominations for awards



Improved customer
satisfaction from 65% to
93%



20 point increase
in employee satisfaction
levels

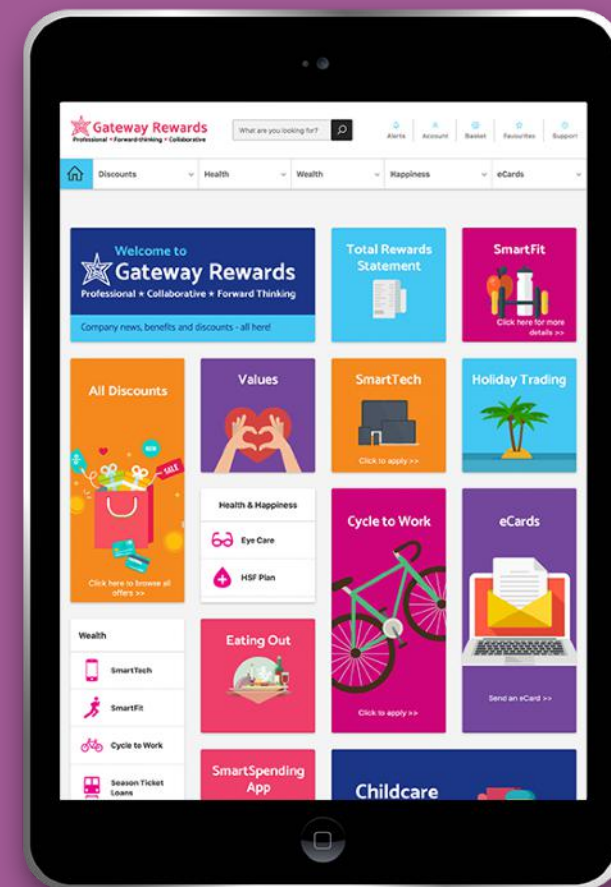


5.4% increase
in one-on-one employee-
manager conversations

Industry: Social, Community and Care

Number of Employees: 175

Products: Employee recognition, employee discounts, employee benefits, Childcare Vouchers, Cycle to Work





The Challenge:

With Height for Hire's workforce spread across many different countries and operating primarily offline, its team needed to get creative when it came to its recognition strategy. Prior to implementing a new recognition platform with Reward Gateway, the company held outdated values in the belief of not rewarding employees with anything other than their salary. A low monthly satisfaction score of 6.2 out of 10 was no surprise with high turnover rates, oftentimes with employees leaving for employers who offered better rewards and recognition.

Reward Gateway solutions include:

- Automated eCards for birthdays, and personalised eCards for special holidays and occasions
- Actively encourage staff to send eCards to build culture of continuous recognition
- The hub features leaderboards for eCards sent and received, which motivates staff to continue to send recognition regularly



65% decrease
in employee turnover

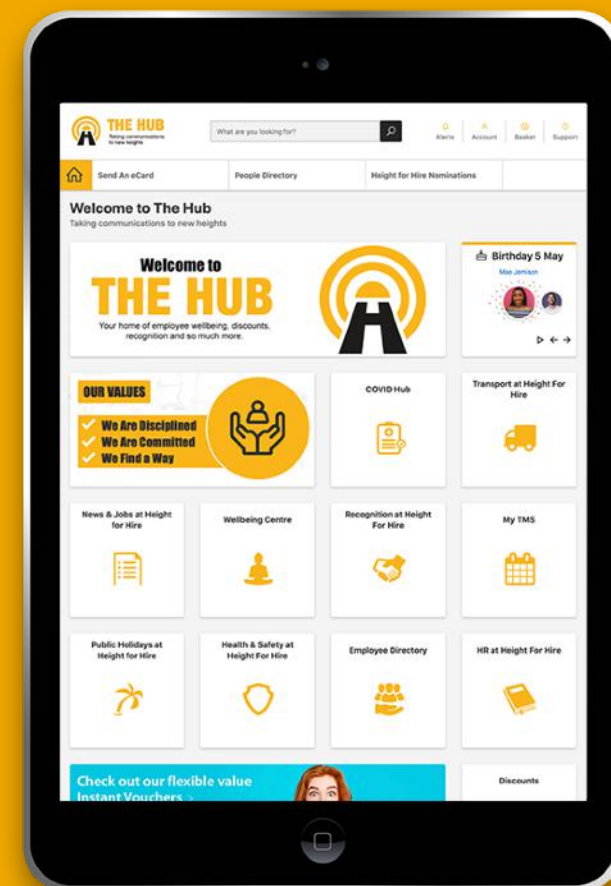


More than 4,400
eCards sent

Industry: Machinery

Number of Employees: 200+

Products: Employee recognition, employee rewards, employee discounts



The Challenge:

When the team at Trayport Limited noticed an increase in sickness days taken by staff, along with a number of stress-related cases, they decided to launch a new wellbeing strategy that would get staff talking about mental health, helping raise awareness and break down stigma. The team also noticed low usage of its free Employee Assistance Programme, whereby staff could access professional help over the phone. The new wellbeing strategy was set up with the aim of decreasing the volume of sick leave requests, increasing overall wellness among staff, raising awareness about mental health and attracting and retaining talent by providing a comprehensive and innovative wellness programme.

Reward Gateway solutions include:

- Launching the 'Reboot + Recharge' programme, a comprehensive wellbeing strategy that focussed on mental and emotional wellbeing, mindfulness and relaxation and exercise and nutrition
- Initially a one-off, the success of the programme led to a re-launch the following year to make it more accessible for remote staff
- Launching a Wellbeing Centre, an online portal available all employees globally to access articles, videos and resources to help support their wellness



26% decrease

in overall sickness absence



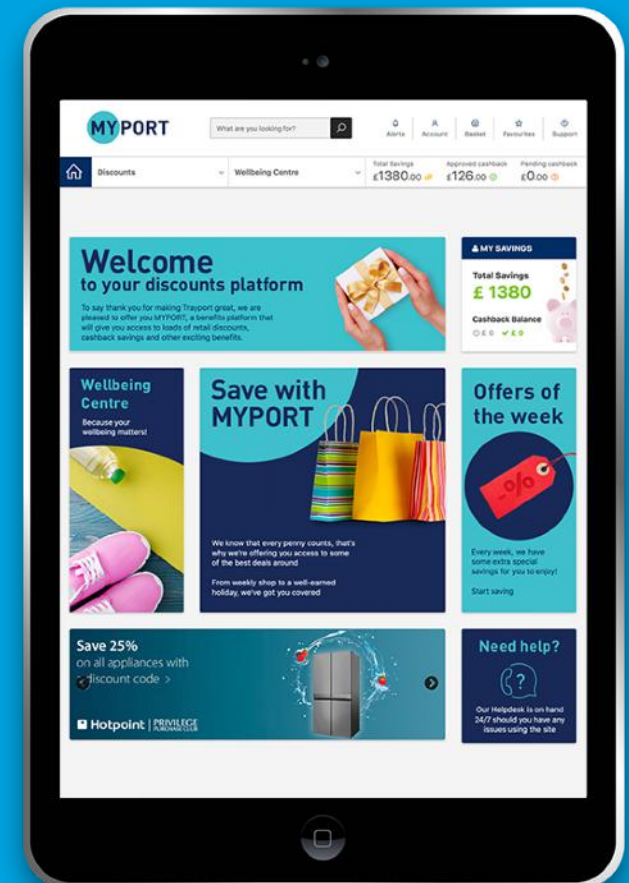
49% increase

in programme attendance
after the relaunch

Industry: Technology

Number of Employees: 167

Products: Employee benefits, employee wellbeing





The Challenge:

Crosby Composites needed to find employee benefits that would help improve poor retention rates as well as attract new employees to the business. The challenges the business was facing were trying to improve employee retention and attraction while also improving business communications, particularly with an offline workforce (60% of Crosby employees don't have an email address). Since the company was expanding to meet customer demand, these challenges were becoming more and more urgent.

Reward Gateway solutions include:

- Launch of an all-in-one platform, 'Crosby Rewards,' where employees could access everything they needed
- Focus on initiatives to engage offline workforce with new platform
- Roadshows arranged by Reward Gateway to ensure employees were aware of everything offered on Crosby Rewards



glassdoor

Increase in rating by
1.5 stars



10% increase

in employee
retention rates



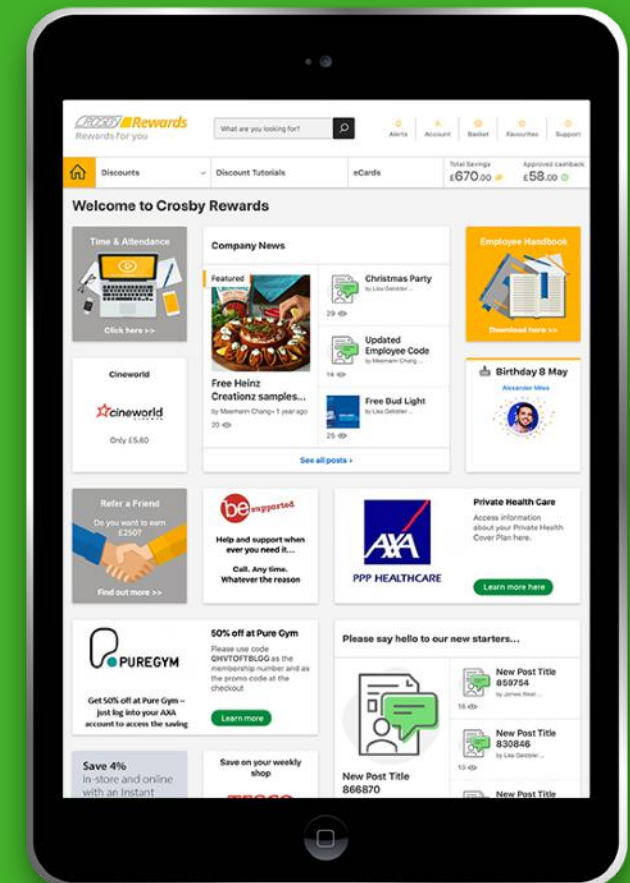
70%

of those registered
regularly use the platform

Industry: Automotive

Number of Employees: 200

Products: Employee discounts, employee wellbeing, employee recognition, Childcare Vouchers, Cycle to Work





The Challenge:

The Hyde Group had flexible and voluntary benefits platforms in place, but engagement had become static and uptake was tailing off. The challenges the business was facing centred around increasing employee benefits uptake, increasing employee engagement and improving awareness of offerings with effective communication. The Hyde Group partnered with Reward Gateway to put a new, on-brand benefits platform in place. With employee engagement data in mind, they created a new employee engagement hub, encompassing a variety of benefits. Over the past 10 years of working together, The Hyde Group has continued to increase engagement and innovate with Reward Gateway.

Reward Gateway solutions include:

- A robust wellbeing offering covering four pillars – LiveWell, CopeWell, WorkWell, and SpendWell
- Increased communication around initiatives and more tools to help all aspects of wellbeing
- Wellness surveys to gauge how employees felt about their wellbeing



62%

of employees see stress decrease



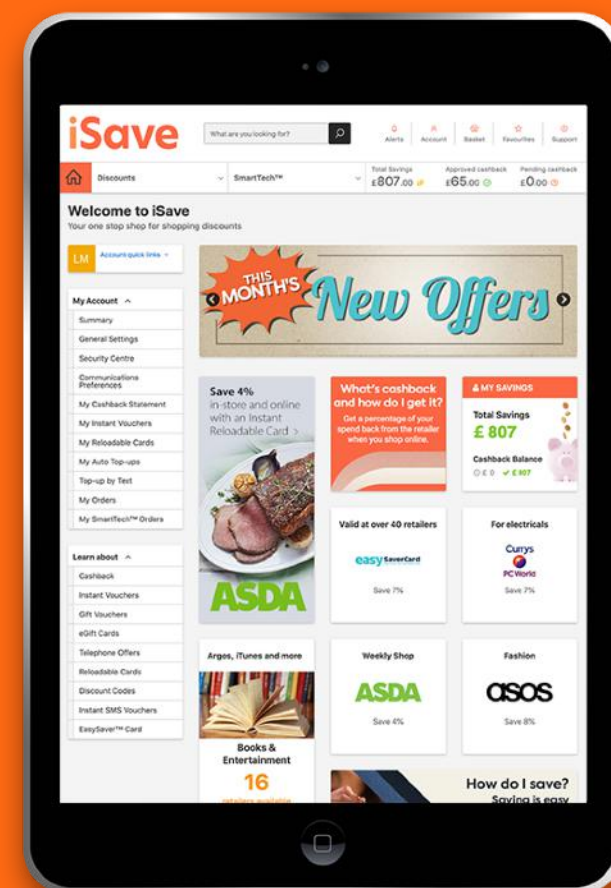
57%

of employees more aware of wellbeing initiatives

Industry: Social, Community and Care

Number of Employees: 1,350

Products: Employee discounts, SmartTech™, employee wellbeing



The Challenge:

Although they offered the standard benefits packages, Haines Watts needed more innovation and excitement for benefits that would appease the demographics across 55+ locations. When Group Head of People & Culture (then Head of HR) Olivia Parrish came on board, she saw an opportunity to deliver a strong ROI that would make employees excited and protect the company's bottom line. Having already implemented Reward Gateway at a previous employer, Olivia knew Reward Gateway discounts were core to a new, engaging rewards strategy.

Reward Gateway solutions include:

- Bespoke, branded hub accessible from any device called 'Haines Watts Rewards'
- Improved communications with segmentation and customised content
- Focus on discounts around the holidays and a competition to generate more buzz about the platform



£40k

annual ROI for
organisation



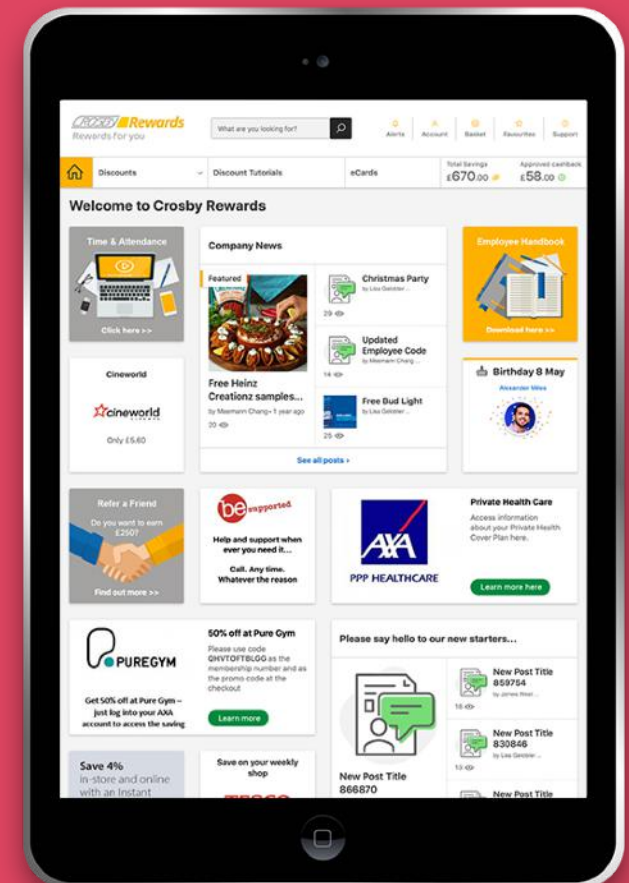
£117k

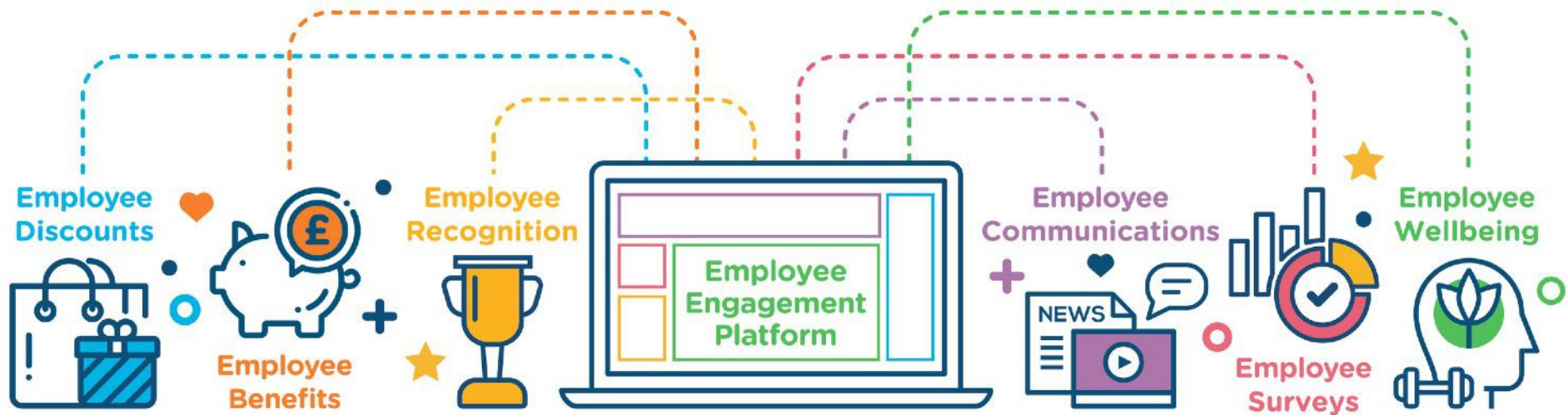
total employee savings



85% of employees
engaged with the platform

Industry: Accounting and Finance
Number of Employees: 1,000+
Products: Employee discounts, employee communications, employee recognition





Partnering with Reward Gateway

We offer a wide range of solutions to improve the employee experience and boost engagement through our tailored, flexible platform, all driven by real-time engagement analytics that let HR leaders know exactly how their initiatives are performing, and see their company culture in action.



Contact : info@rewardgateway.com