



**RewardGateway**  
the employee engagement people

# How HR leaders can support employees through the cost of living increase in the immediate term and beyond

WEBINAR | 12th July 2022



# Who will you hear from today?



**Alastair Fitzsimons**

Employee Engagement Consultant  
**Reward Gateway**



**Ruth Mathias**

UK Marketing Director  
**Reward Gateway**

# A look inside the cost of living increases



77% of people worry about the rising cost of living ([ONS](#))



Cost of renting has increased by 8.3%, a 13-year high ([Zoopla](#))



Average food shop set to rise by £380 a year ([The Guardian](#))



Regulated rail fares have risen nearly 4%, the biggest rise in nearly a decade ([gov.uk](#))



Energy prices could rise more than £1,000 per household by autumn 2022 ([The Guardian](#))



Average employee set to lose more than £1,000 in incremental costs each year ([HR Magazine](#))

# 8%

pay rise needed for an  
employee earning £30,000  
in April last year to  
maintain the same standard  
of living now.

ONS Labour Market figures. July 2022



# Challenges for HR

01

Increasing staff and hiring costs, resulting from continuing shortage of workers and pay not keeping up with inflation

02

Increasing cost of doing business, due to the rising global price of energy and increasing inflation

03

Employers under pressure to do more to support the financial and general wellbeing of their people.

A background image showing a person's hands in a grey business suit. One hand is using a black calculator, and the other is holding a silver pen over a document with blue bar charts. A potted plant is visible in the background.

# 2022 Reward Gateway Survey

1,000  
employees

250 HR  
decision-makers



# 74%

of HR Managers feel that  
cost of living increases are  
negatively impacting the  
work of employees.

Reward Gateway, 2022



# How HR managers are helping employees manage the cost of living increases **outside of pay**

Mental  
wellbeing  
support  
(61%)

Ensure  
employees  
are aware of  
current  
benefits  
(58%)

Access to  
financial  
advice (54%)

Employee  
discounts  
programme  
(48%)

Survey  
employees to  
find out how  
they can best  
be supported  
(33%)



# How employees want their employer to help them manage the cost of living increases **outside of pay**

Employee  
discounts  
programme  
(52%)

Ensure  
employees  
are aware of  
current  
benefits  
(47%)

Mental  
wellbeing  
support  
(42%)

Access to  
financial  
advice (36%)

Survey  
employees to  
find out how  
they can best  
be supported  
(29%)

# 75%

of employees would use any  
financial rewards received  
from their workplace for  
essentials rather than  
luxuries.

Reward Gateway, 2022



# Must-haves for employees are shifting

Fair pay

A manager  
who cares

Flexible  
working

Trusted  
leadership

Financial,  
physical and  
mental  
wellbeing  
support

**40% of  
employees  
would leave a  
job that didn't  
offer:**

Reward Gateway, 2022

**Flexible working**

**Financial, physical and  
mental wellbeing support**

**Reward and recognition**

# 90%

**of employees say it's  
important to be recognised  
by their peers and managers  
for their efforts.**

Reward Gateway, 2022





True job satisfaction  
is about more  
than salary for the  
majority of people.

# The Engagement Bridge™





# Challenge

Increasing staff  
and hiring costs



# Solution

Shift the focus to  
a wider purpose:  
strengthening  
your EVP



# Building the business case for employee engagement investment

## Compare the Cost and Impact:

A 3% annual salary increase | Discounts programme

100 Empl	<b>Cost to business = £90,000</b> A net increase of £50 a month for employees	<b>Cost to business = £5,000</b> An average net saving of £50 a month for employee
500 Empl	<b>Cost to business = £450,000</b> A net increase of £50 a month for employees	<b>Cost to business = £15,000</b> An average net saving of £50 a month for employee
1000 Empl	<b>Cost to business = £900,000</b> A net increase of £50 a month for employees	<b>Cost to business = £25,000</b> An average net saving of £50 a month for employee
5000 Empl	<b>Cost to business = £4.5m</b> A net increase of £50 a month for employees	<b>Cost to business = £50,000</b> An average net saving of £50 a month for employee

# Stretching your employees' disposable income

SmartSpending™

## Meet Nicole

Nicole is a 29-year-old woman living in the city with her dogs, Bennie and Lucy.

Reward Gateway



Her discounts programme includes pet insurance for her dogs, receiving **£118** through cashback for Waggle.

\*Based on £50 spent a month



She takes some TLC time for herself at the gym Nuffield Health, saving **£192** a year with her membership.

\*Based on 20% discount on £80 monthly membership

Sainsbury's

Her weekly shop at Sainsbury's saves her **£240** for the year.

\*Based on 5% discount with average shop of £100 weekly



She gets her home essentials at Argos and saves **£36** a year.

\*Based on £50 spent a month



Nicole received **£100** cashback when she set up her Virgin Media bundle.

\*Based on Bigger bundle and movies with M200 Fibre Broadband



Overall, from using her employee discounts programme, SmartSpending™, she has managed to save **£686** for the year.





Increase the  
visibility of  
savings with  
discounts guides

REWARD *Mee*  
Saving you money

What are you looking for?

Alerts Account Basket Favourites Support

Discussions  
Saving you money everyday

Total Savings  
£231.16

Approved cashback  
£170.63

Pending cashback  
£0.00

Hi #[FIRST\_NAME] [Edit page](#)

**Welcome to Reward MEE** →  
Reward MEE offers you great discounts at a range of high street and online retailers. Visit the discounts menu at the top to see all categories

**SmartSpending App** →  
Search for discounts on your smartphone

**Going somewhere?** →  
Travel offers this way

**Stylish Savings** →  
Make every outfit count

**Pass the popcorn** →  
Get the best cinema deals here

**Go go gadget savings!** →  
Get the latest tech

**Instant Vouchers** →

**Cashback** →

**Reloadable eCards** →

**EasySaver Card** →

**Discount Guides**

- Find out more about Cashback
- How do Instant Vouchers work?
- How to get your EasySaver Card?
- Learn more about Reloadable Cards
- How do Auto-top ups work?
- How does top-up by text work?

# Stretch employees' disposable income with outside-the-box financial benefits

**Free  
professional  
development  
books**

**Gym  
memberships**

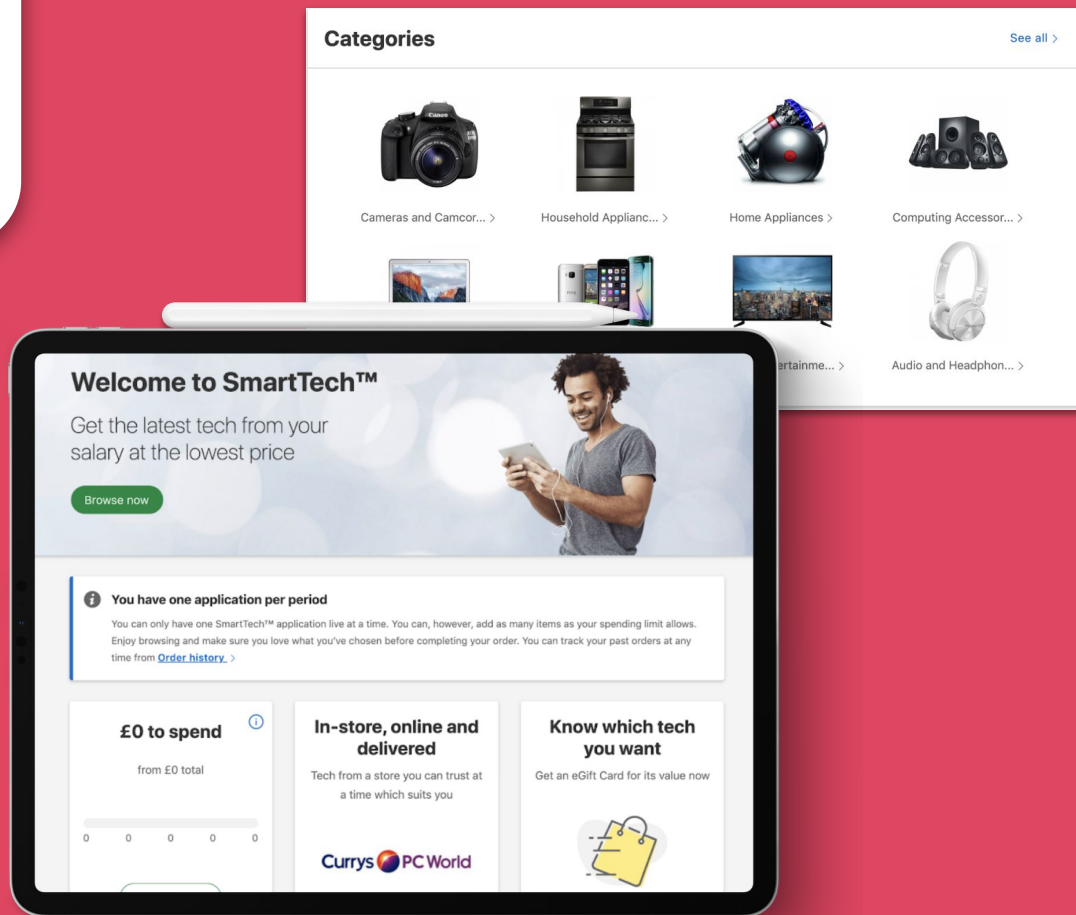
**Free financing  
on technology  
options**

**Oil changes  
and car  
washes**

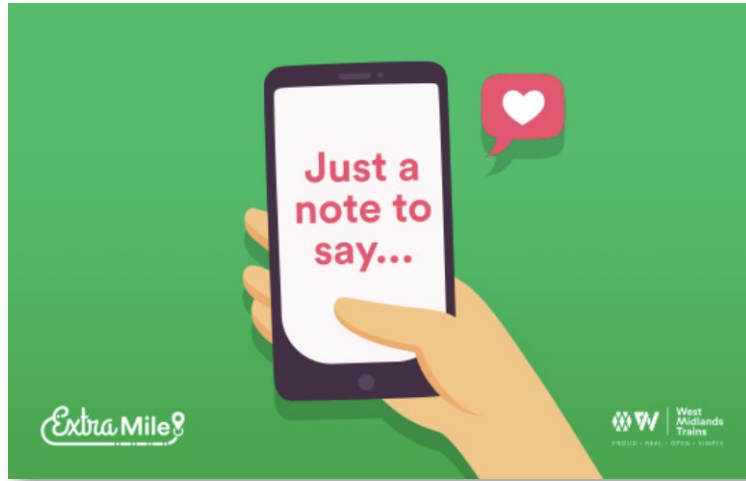
**Pet  
insurance**



# Sofology SmartTech Benefit







Use recognition to  
show employees  
more support

# Challenge

Increasing cost of  
doing business



# 69%

of HR decision-makers say  
the increasing cost of doing  
business is negatively  
impacting their HR budgets  
for 2022

Reward Gateway, 2022



# Solution

Doing more with  
less & using open  
and honest  
communication





## Doug's (late) Weekly Review - A Wobble, Painful Leavers and Balancing Good News with Challenges

by [Doug Butler](#)

posted 3 months ago · 5m read

Hi everyone and sorry for the delay. I have to admit I've had a bit of a 24-hour... [read more >](#)

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MARKET OPERATOR SERVICES LTD

# Transparent leadership

## Strategy and business planning

[Edit page](#)

### Intro to strategy

In this section you will learn about our strategy. The [Strategic Architecture](#) defines the direction of MOSL, as the market operator, outlines our purpose and vision statements, as well as its strategic priorities which will be delivered over the course of the strategy's three-year lifespan.

Click on the link to find out more.

[Learn more](#)

### How we deliver links



2022-25  
Business Plan



Bamboo



Our values



Investment  
Approval Board



Quarterly  
Reports



### Intro to business planning

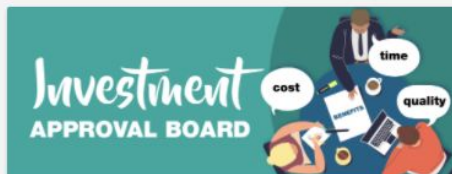
In this section you will learn about our business planning process. It sets out how we deliver our aim to deliver improvements and make it 'easier to do business' in the non-household water market. It also details our key priorities and improvement programmes.

Click on the link to find out more about the plan, how we report on the delivery of our commitments and engage with our stakeholders.

[Learn more](#)

### Monday.com

Monday.com is our new project management software system. This will increase collaboration across the business, and ensure our project planning is aligned for all our Business Plan commitments.

[Learn more](#)

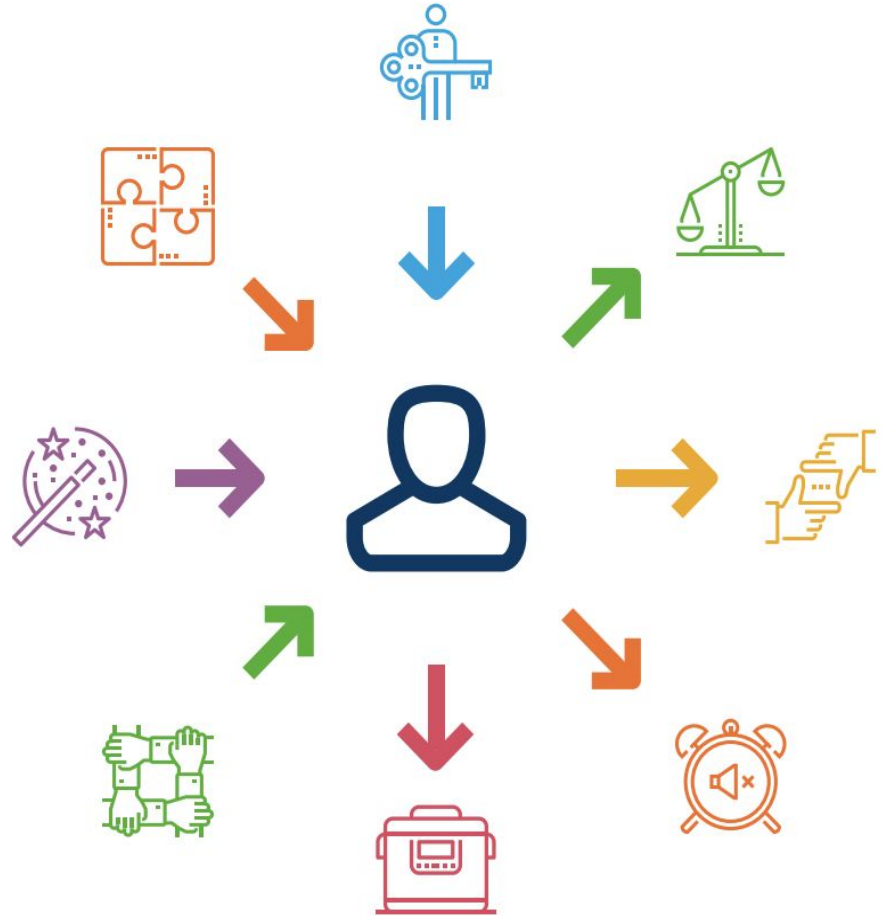
### Investment Approval Board

Part of the IAB's goal is to ensure that interdependencies are clear, and that costs and resources are managed efficiently.

Click the link below to learn more about the in's and out's of the Investment Approval Board.

[Learn more](#)

Promote  
existing benefits  
that help  
employees  
navigate the  
cost of living  
challenges



Which benefits are the right fit?



## Increase visibility and relevancy of your benefits to drive uptake

Think of your employees as consumers

Understand your employees' needs

Reposition your benefits to drive relevancy



# Challenge

Employers under pressure to offer more wellbeing support



# Solution

Find meaningful  
but cost-effective ways  
to support your  
employees' wellbeing



# Modern day Wellbeing

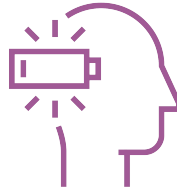
Not just physical



**Physical**



**Financial**



**Mental**



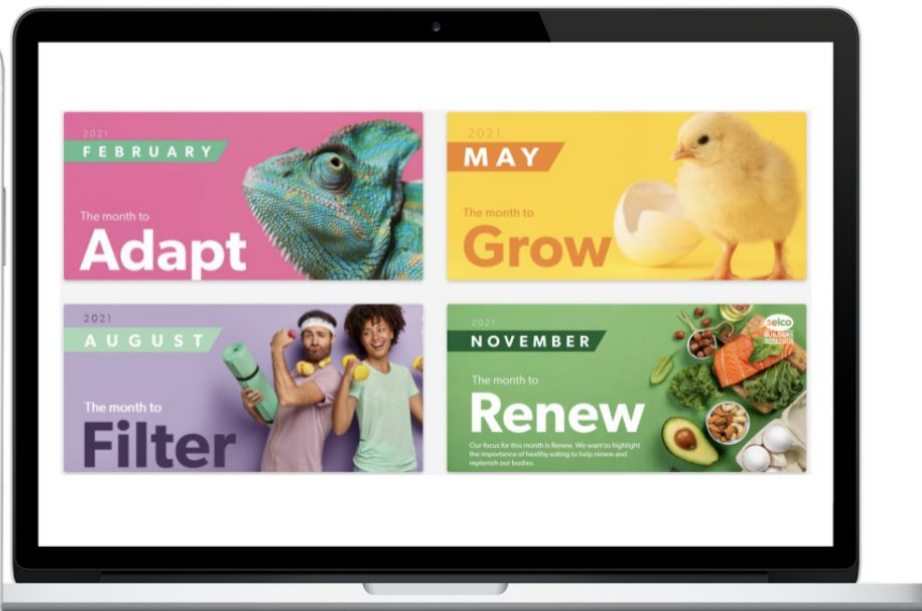
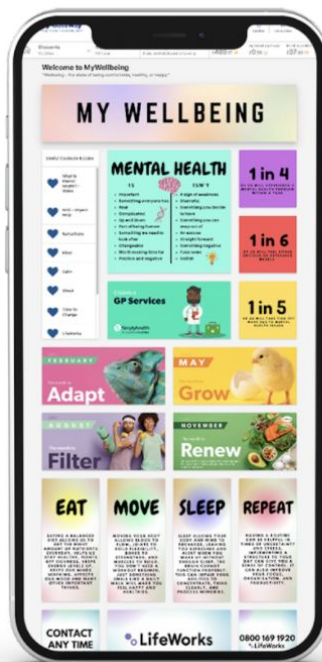
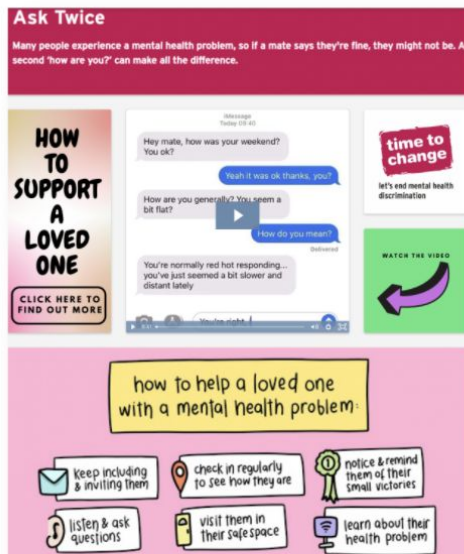
**Connection**



**Recognition  
and Impact**



# Show support for causes that matter



# 82%

say of employees say it's  
important their employer  
offers financial wellbeing  
resources and tools.

Reward Gateway, 2022



# Supporting financial wellbeing

01

Make everyday  
life more  
affordable

02

Impact families  
(big influencers  
in career  
decisions)

03

Support mental  
and physical health



# Ideas to boost your employees' financial IQ

**Point to  
free money  
advice sites**

**Set up  
regular  
money  
management  
classes**

**Offer “debt  
clinics”  
through HR**

**Help  
employees  
save**

**Help  
employees  
borrow**



# Financial education

my perks

What are you looking for?


Alerts Account Basket Favourites Support

Discounts Saving you money everyday TP Offers SmartSpending App SmartSpending™ Browser Extension Wickes - Travis Perkins Group Colleague Discount Toolstation Online Total Savings £1,411.22 Approved cashback £0.92

## Financial Wellbeing

Edit page

### Money Advice




Build your knowledge and confidence with impartial advice and useful tools from **MoneyHelper**

[Find out more here](#)


### MyShares

Learn about our Sharesave and Buy As You Earn schemes


[Find out more here](#)



### Employee Assistance Programme



### Salary Deducted Loan




### SCOTTISH WIDOWS

Learn how you can prepare for your financial future now

[Find out more about your Scottish Widows Pensions here](#)


### Expression of Wish





Make sure you keep your beneficiary information for your Life Assurance up to date here >>

### Life Assurance

[Find out more here](#)



### Quick Links

-  Physical Wellbeing
-  Emotional Wellbeing

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Travis Perkins

top

# Key takeaways

**01**

**Increasing staff and hiring costs**

**SOLUTION:**

Shift the focus to a wider purpose: strengthening your EVP

**02**

**Increasing cost of doing business**

**SOLUTION:**

Use communication to your advantage

**03**

**Employers under pressure to support the wellbeing of their people**

**SOLUTION:**

Meaningful but cost-effective ways to support your employees' wellbeing



# Time for Q&A

Got a question?  
Please submit via  
GoToWebinar





**Let's make the  
world a better  
place to work**