



How Southeastern Railway engaged a huge workforce and generated huge savings for employees and the organisation

£830k saved in employer National Insurance Contributions

Over £2m in employee savings and NI reductions



The strategy:

Unified tech

Launched a centralised employee engagement system to improve access, embed company values and connect to frontline employees.

Enhanced benefits

Improved benefits offering to suit a wide range of employee needs, offering crucial support and stretching salaries.

The results:

94%
active user rate

£90,500
saved in employee discounts in one year

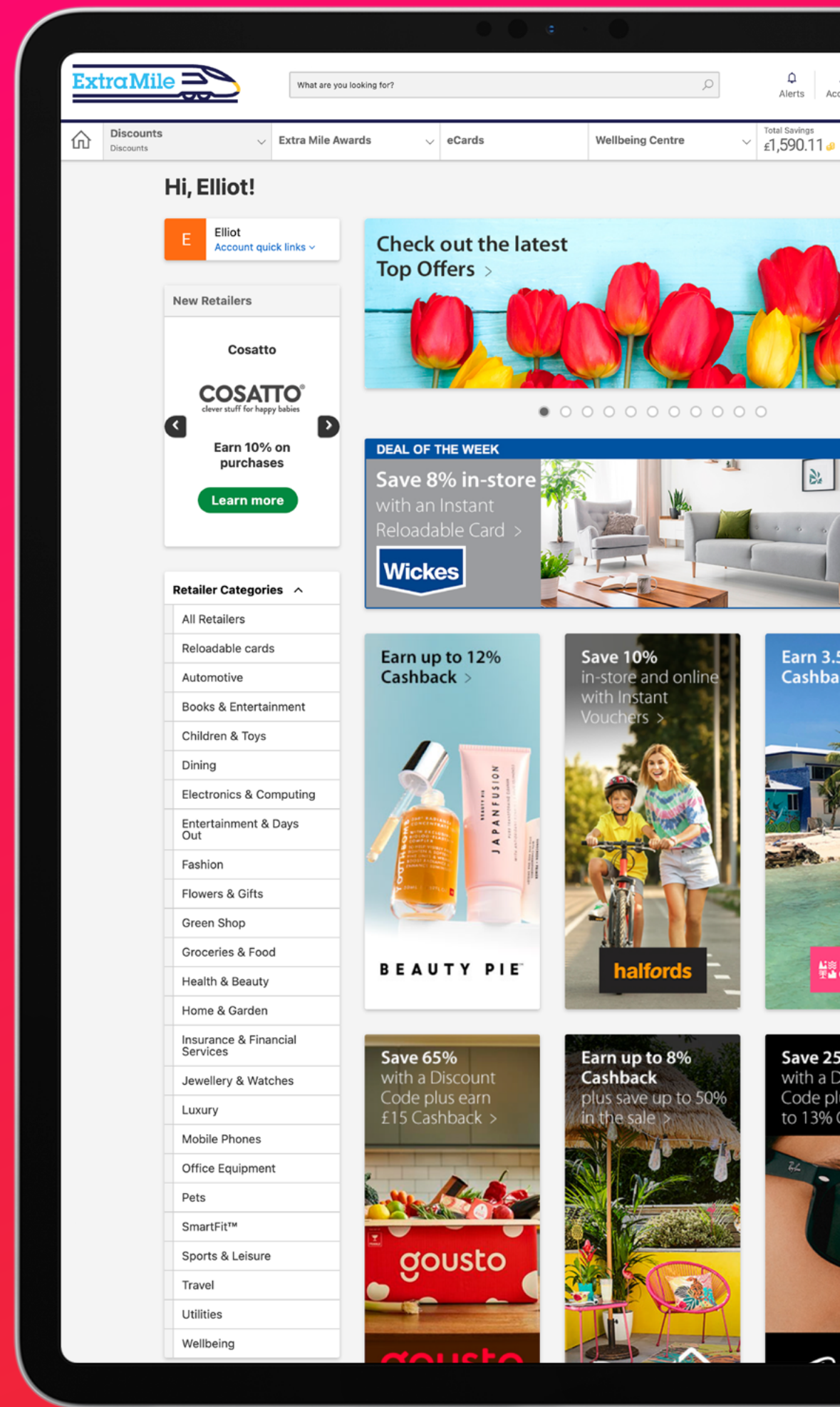
£72,000
sent and redeemed in employee rewards in one year

£1m
of tech and white goods purchases covered through SmartTech™

£5.7m
in Car Benefit orders (£1.8m saved by employees and £788k by Southeastern in National Insurance)

£146k
in Holiday Trading (£44k saved by employees and £23k by Southeastern in NIC)

23x ROI
delivered through Reward Gateway | Edenred



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Reaching a 94% active user rate with its Reward Gateway | Edenred system, Southeastern Railway connected a largely offline workforce via a centralised system for benefits, discounts, recognition and more.

Industry:

Transport

Number of employees:

4,500

Solutions:

-  Discounts
-  Reward & Recognition
-  Car Benefit
-  Holiday Trading
-  SmartTech™
-  Wellbeing

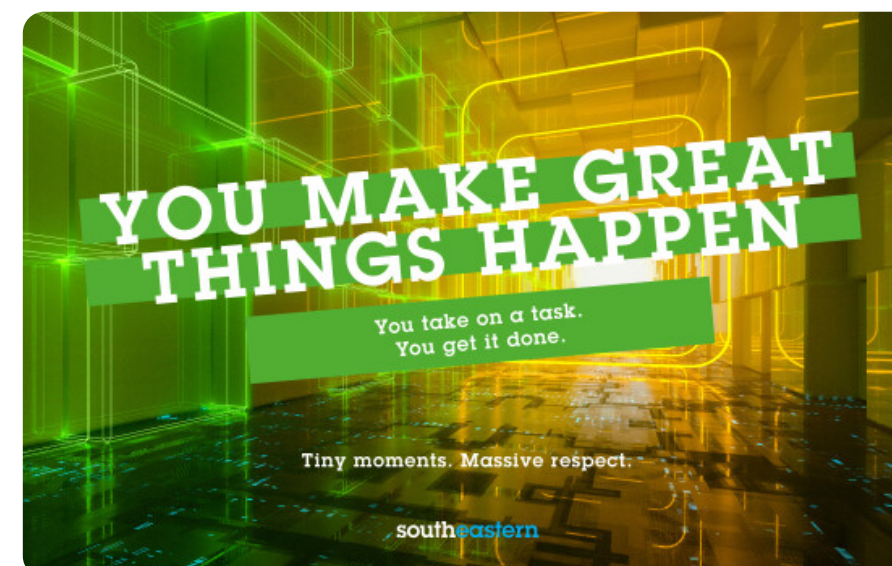
The organisation

The challenge

With a remote workforce who operate on trains, in stations and in depots, and with limited day-to-day interaction with colleagues and managers, getting the message out about the rewards and benefits was a challenge for the HR team at Southeastern Railway. A reliance on numerous different suppliers, separate platforms and a mix of online and paper-based administration was also made it harder to drive uptake.

The goal

In order to get more employees using the benefits and rewards on offer and make them easier to use and administrate, the HR team at Southeastern Railway knew they needed one digital location with fully tech-enabled access and management. The solution would also need to make peer-to-peer recognition easier in order to support the company's culture of appreciation.



How we helped

Working with Reward Gateway, Southeastern Railway launched **Extra Mile**, a one-stop-shop for employee benefits, discounts, recognition and wellbeing initiatives. The system was aligned to the Southeastern Railway brand and 'Ways of Working', offering a user-friendly interface that ensured employees could easily find the different benefits on offer.

Reward & Recognition has been streamlined and simplified, making it easier for employees to send eCards and nominate colleagues for rewards. By introducing a discounts programme, employees can now save money on everyday household spending and, through SmartTech™, spread the cost of buying technology and white goods. The introduction of an electric vehicle salary sacrifice scheme has also enabled employees to spread the cost of an EV across multiple salary payments.

With a new Wellbeing Centre in place on the system, the HR team is now able to run campaigns throughout the year in support of their employees' mental, physical and financial wellbeing, signposting relevant content and the different benefits that can make a difference.

To launch, Southeastern Railway established a network of local ambassadors across the company's sites - all playing a crucial role in promoting the system, supporting onboarding and helping to communicate with a dispersed workforce.

What they achieved

Usage

The launch of the **Extra Mile** has transformed employee engagement at Southeastern Railway: proven by the fact that **95% of employees are now active users** of the system.

Recognition

Extra Mile has helped significantly reinforce Southeastern Railway’s culture of appreciation with eCards and awards that highlight the company’s ‘Ways of Working’, which are promoted throughout the platform. With **5,700 eCards** issued to recognise good work over the course of a year and a total of **£121,000 in rewards** sent to and redeemed by employees, managers now say reward and recognition is much easier to give.

Employee & business savings

The discounts programme has helped employees **save over £90,000** in one year, while SmartTech™ has been wholly embraced. The scheme has allowed staff to spread the cost of **1,700 electrical items** over the last year, worth a **total £1.2m**. Employees have also been able to buy and sell over **£140k of annual leave** through the system’s Holiday Trading scheme, supporting work-life balance and generating NI savings for both employees and the business.

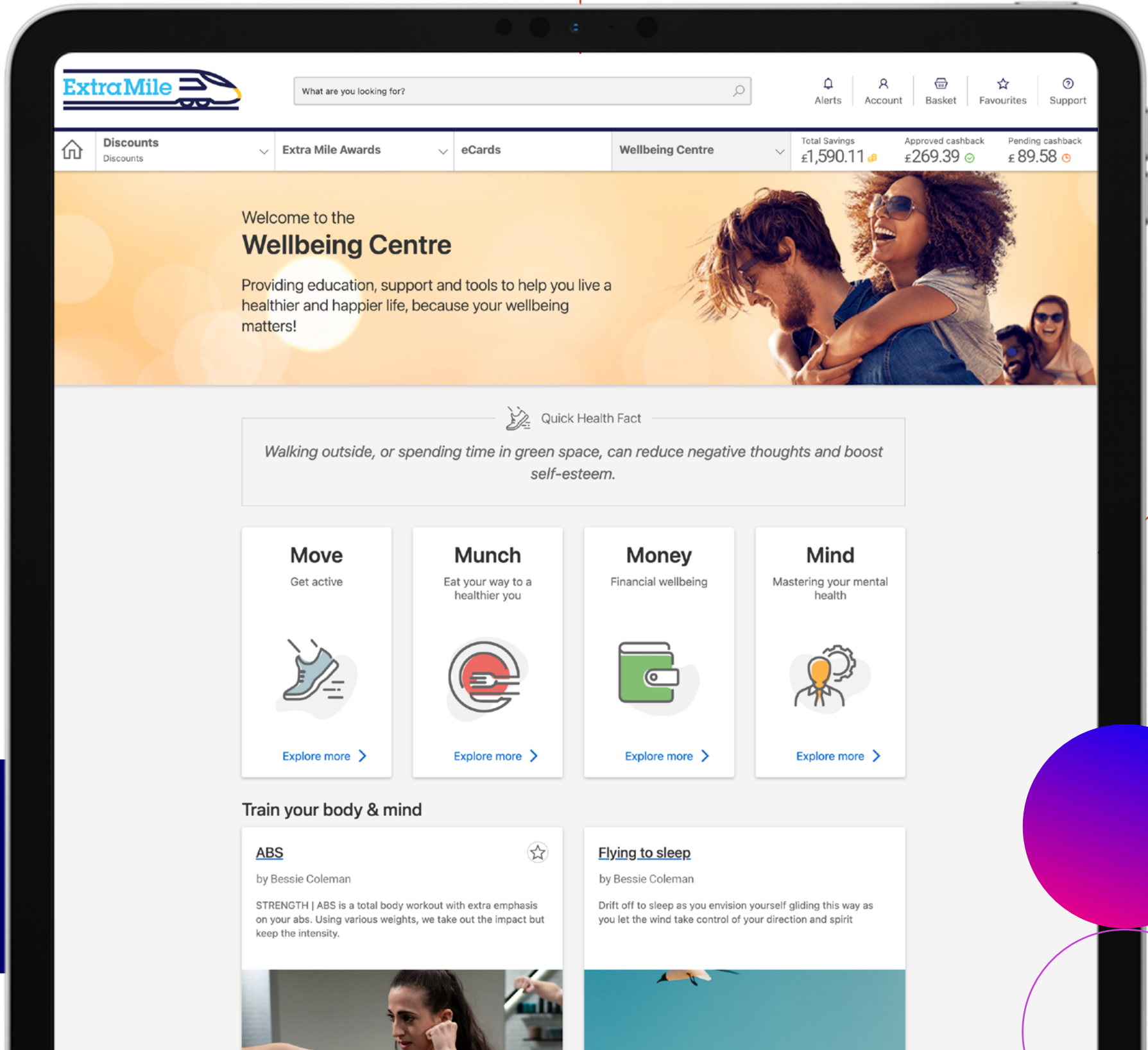
One of the standout results has been the introduction of the electric vehicle scheme, helping staff access **£5.7m of EVs**, and **saving £1.8m** for employees and **£788k** for Southeastern in National Insurance Contributions.

Operational efficiency

Extra Mile has also helped the HR team to save countless hours on administration by replacing its cumbersome paperbased benefits system, now enabling managers to easily access information around benefits to share with their teams – a move the HR team describe as “from Excel to Easy!”

“I’m really proud about what we have achieved with **Reward Gateway | Edenred** who have helped us be brave and try something new with our employee benefits. Of all of the great things we have achieved as an HR team in the last year, this is amongst the best.”

Head of HR Services,
Southeastern Railways



Ready to deliver significant employee and business savings?

Southeastern Railway showed that when you support the needs of your people with a unified, branded solution that delivers recognition, offers savings and drives productivity, the results follow.

Take happiness seriously:

Invest in a solution that unifies benefits, rewards, wellbeing, communication and connection into one high-performance employee engagement system – fully tailored to your brand.

The Result: Proven ROI built on everyday moments of joy and a brand that stands out as an employer of choice.

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