



How Equans UK & Ireland boosted the financial wellbeing of its people, transformed its culture and delivered business savings

£70k

saved in yearly employer National Insurance Contributions

£269k

savings made by employees in one year



The strategy:

Financial empowerment

Built resilience amongst employees through financial education, engaging content and saving tools delivered through the system

Frontline connection

Navigated rapid growth and constant change to support the financial wellbeing of a growing multigenerational workforce

The results:



£437,000

of employee tech purchases covered through SmartTech™



£183k

value of Car Benefit orders (£25,000 saved by Equans UK and £58,000 by its employees in National Insurance)



£354k

of Holiday Trading (saving employees £111k and the organisation £47,000 in NIC)



£101,000

saved through employee discounts in one year

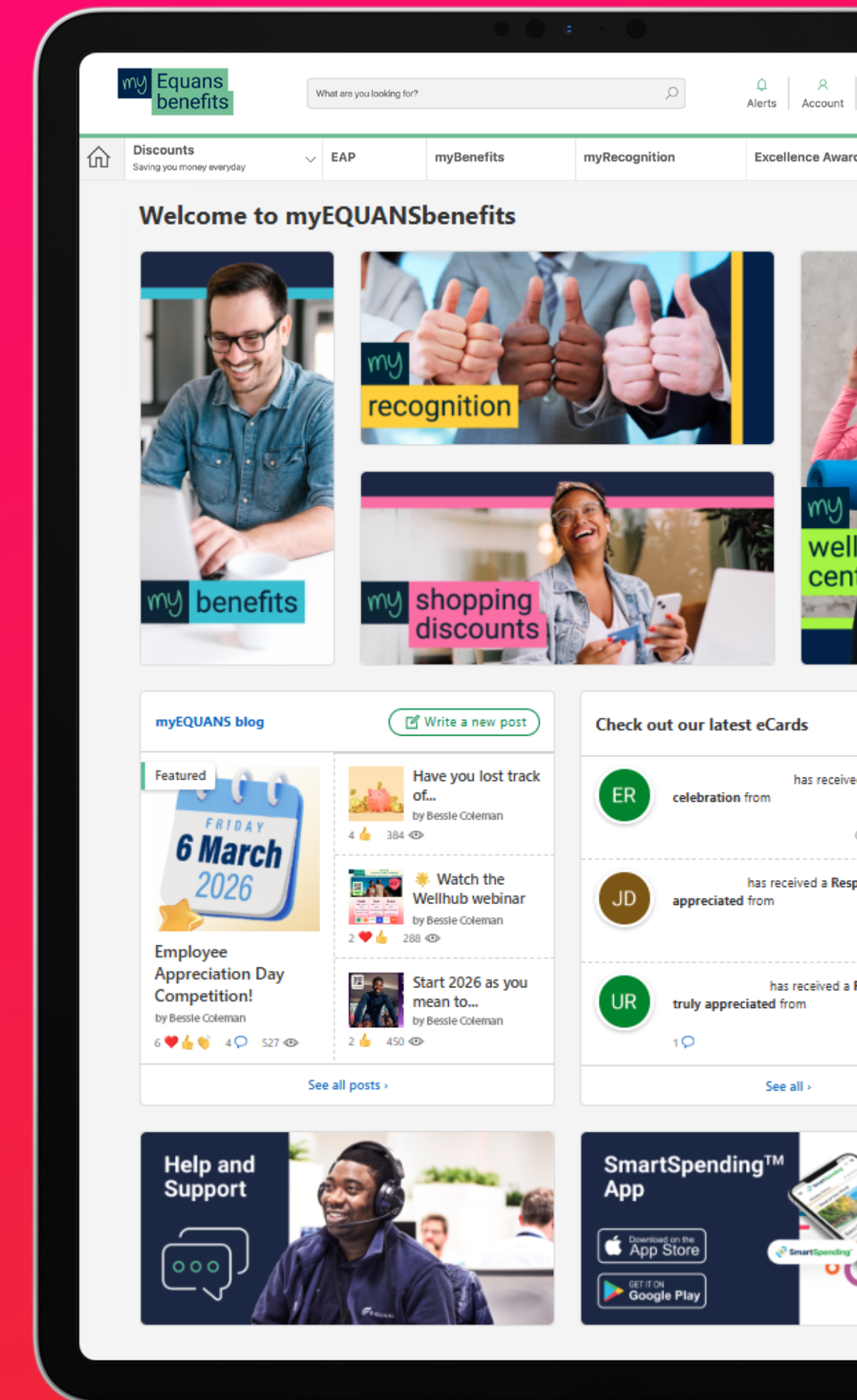


3,700

Wellbeing Centre visits

2x ROI

delivered through Reward Gateway | Edenred



Read the full story

With heightened costs presenting an ongoing challenge, Equans UK & Ireland partnered with Reward Gateway | Edenred to deliver a comprehensive financial wellbeing strategy that would support all of its employees.

Industry:

Energy

Number of employees:

11,000

Solutions:

-  Discounts
-  Communications
-  Cycle to Work
-  SmartTech™
-  Holiday Trading
-  Wellbeing Centre
-  Recognition

The organisation

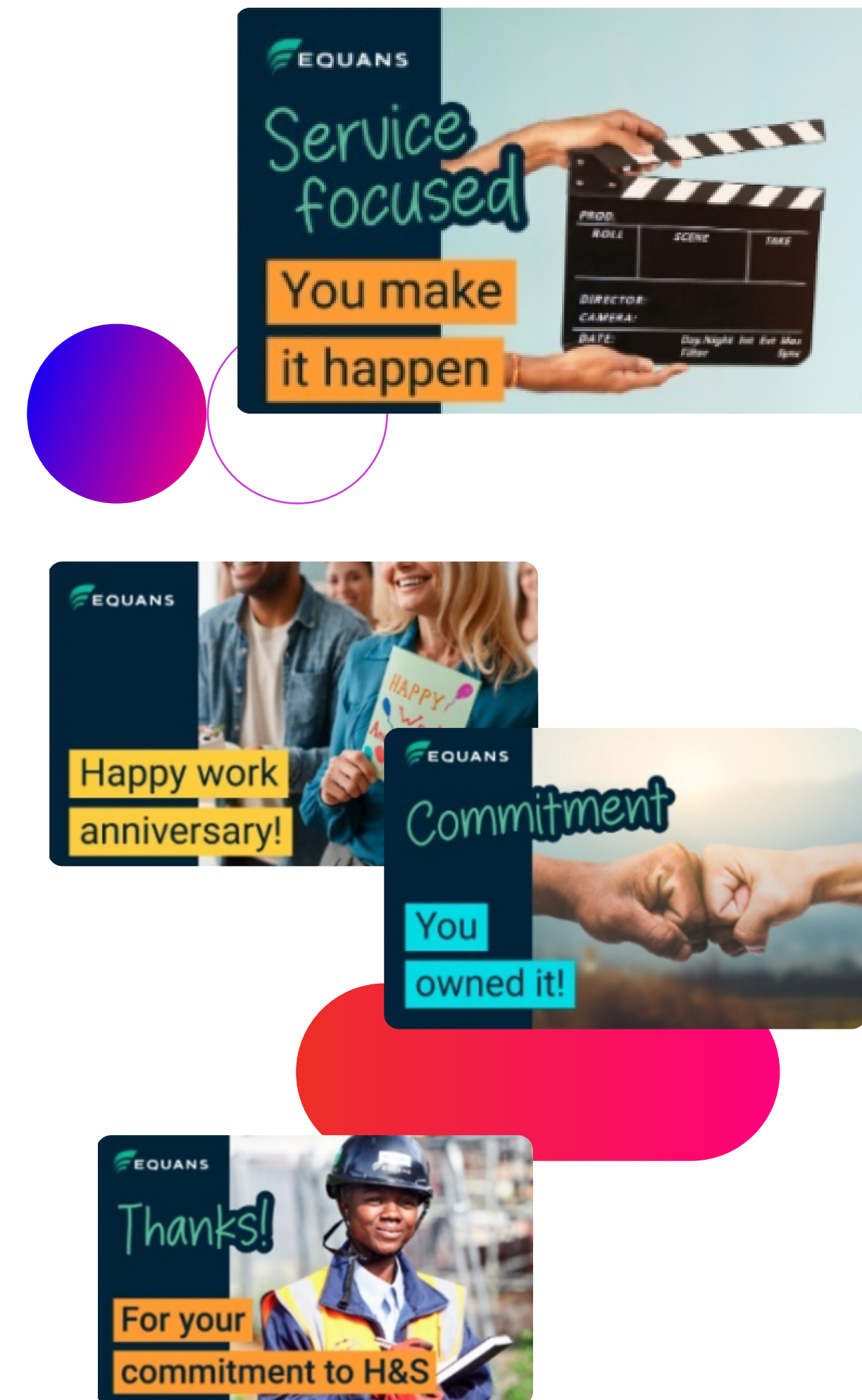
Equans UK & Ireland provides solutions that enable sustainable decarbonisation across the built environment.

The challenge

With the expensive cost of living presenting a continuing challenge in the UK and Ireland, the HR Benefits team wanted to support its employees by strengthening their financial resilience. But with over 11,000 people across remote, site and field-based roles, any new strategy would need to be inclusive, engaging and accessible for all. Insights and feedback from employees had identified three key needs - practical financial tools for immediate support, education to increase financial confidence and engagement opportunities that would resonate across different demographics.

The goal

With the new financial wellbeing strategy starting to take shape, Equans wanted to refresh its Reward Gateway | Edenred system, myEQUANSbenefits to deliver even more impactful benefits that employees could use instantly, alongside content and resources that would support their financial, physical and emotional wellbeing. The HR Benefits team needed to ensure this strategy aligned with its values, and could engage hard-to-reach employees through tailored channels and formats, including bespoke content for DE&I employee-led networks.



How we helped

Combining tangible benefits with targeted education and relatable storytelling, Equans developed and delivered a personalised strategy through myEQUANSbenefits that met employees where they were. This provided everything from immediate financial help to support in planning for future goals.

Salary sacrifice and deduction benefits such as Cycle to Work and SmartTech™ helped to offer financial support for larger purchases, while Holiday Trading allowed staff to take financial decisions over their annual leave and better manage their work-life balance.

Equans promoted its partnership with Wellhub and the Reward Gateway | Edenred Wellbeing Centre, to provide tools and resources that supported employees across all pillars of wellness. Recognising the links between financial pressures, stress and emotional wellbeing, the Employee Assistance Programme (EAP) was embedded into every communication touchpoint, ensuring employees were aware of the free, confidential advice and support that was available to them.

Using data and insights from the system, Equans' HR Benefits team identified and then interviewed the company's 'Top 10 Savers' in employee discounts, discussing things like saving techniques and favourite retailers - sharing these stories with the wider workforce to drive system engagement. In addition to targeted webinars and bespoke benefit presentations for specific employee

networks, Equans also introduced free 1:1 mortgage advice sessions - supporting employees through arguably the largest purchases they would ever need to make.

What they achieved

Financial wellbeing

The financial wellbeing campaign achieved significant, tangible results across the workforce. In just three months, mortgage advice sessions were fully booked every month, with additional slots added. Budgeting webinars achieved high attendance and positive feedback, and the ‘Top 10 Savers’ stories were viewed over **5,000 times** – sparking employees to share saving tips and stories locally.

The entire campaign successfully positioned financial wellbeing as a core part of Equans’ culture - normalising conversations, encouraging peer learning, and improving access to financial tools and resources. Most importantly, it helped employees to navigate the heightened costs and financial pressures with confidence and long-term security.

Payroll and NI savings

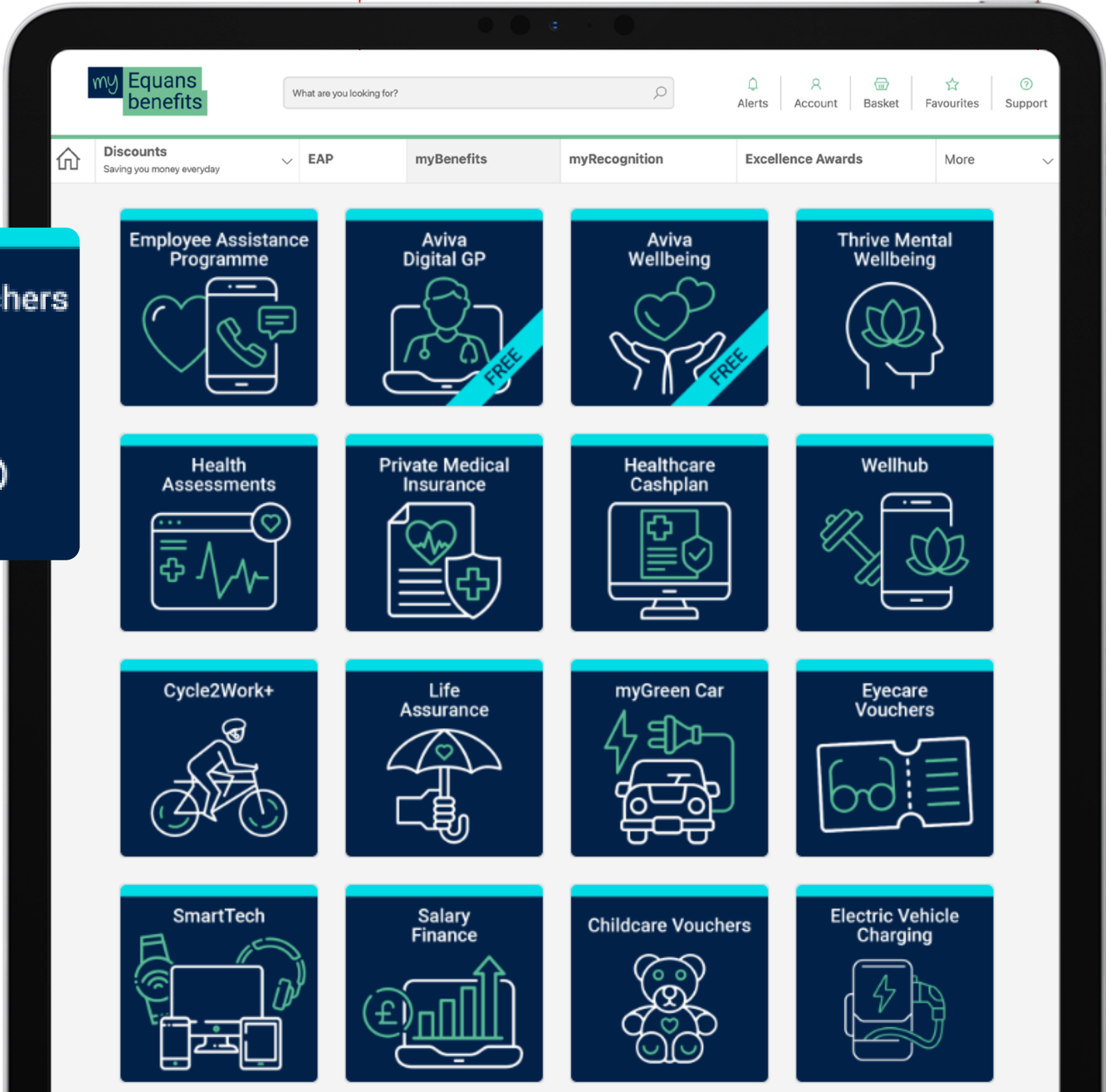
Employees experienced significant savings through the system, including **£101,000 in discounts**. Salary sacrifice programmes including Holiday Trading and Cycle to Work, which saw **£354,000 of annual leave purchased** and **£183,000 of bike and equipment orders** respectively, helped to generate huge savings for both employees and Equans. As a result, the National Insurance contributions of employees **reduced by £169,000** and for the organisation by **£72,000**.

Participation

Uptake of the Wellhub **increased by 7.5%** during the campaign, and consistent promotion of the EAP contributed to a doubling of year-on-year utilisation. Usage of the benefits system also increased throughout the campaign, peaking at a **76% active user rate** and a **7% increase** in registrations.



Equans UK was celebrated at the **Appreciation Awards 2025** as the winner of the **Best Financial Support Strategy for Employees** category for the impactful campaign to improve financial wellbeing. Congratulations!



Ready to support financial wellbeing with an employee engagement system that delivers ROI

Equans UK showed that when you support the financial wellbeing of your people and build resilience across teams with a unified, branded solution that is accessible to all, 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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