



How Homes for Students halved sickness absence levels and supercharged its eNPS through a wellbeing-focused digital campaign

189%

ROI from employee wellbeing campaign

22-point

increase in eNPS



The strategy:

Wellbeing campaign

Supported the health and wellbeing of the company's multigenerational workforce through a dedicated 10-month long campaign.

Digital engagement

Laid a foundation for long-term employee engagement through use of the system's built-in communications tools.

The results:



43%

reduction in sickness absence levels



94%

active user rate



£8,000

worth of Cycle to Work orders, saving employees £2,800 and the organisation £1,200 in National Insurance contributions



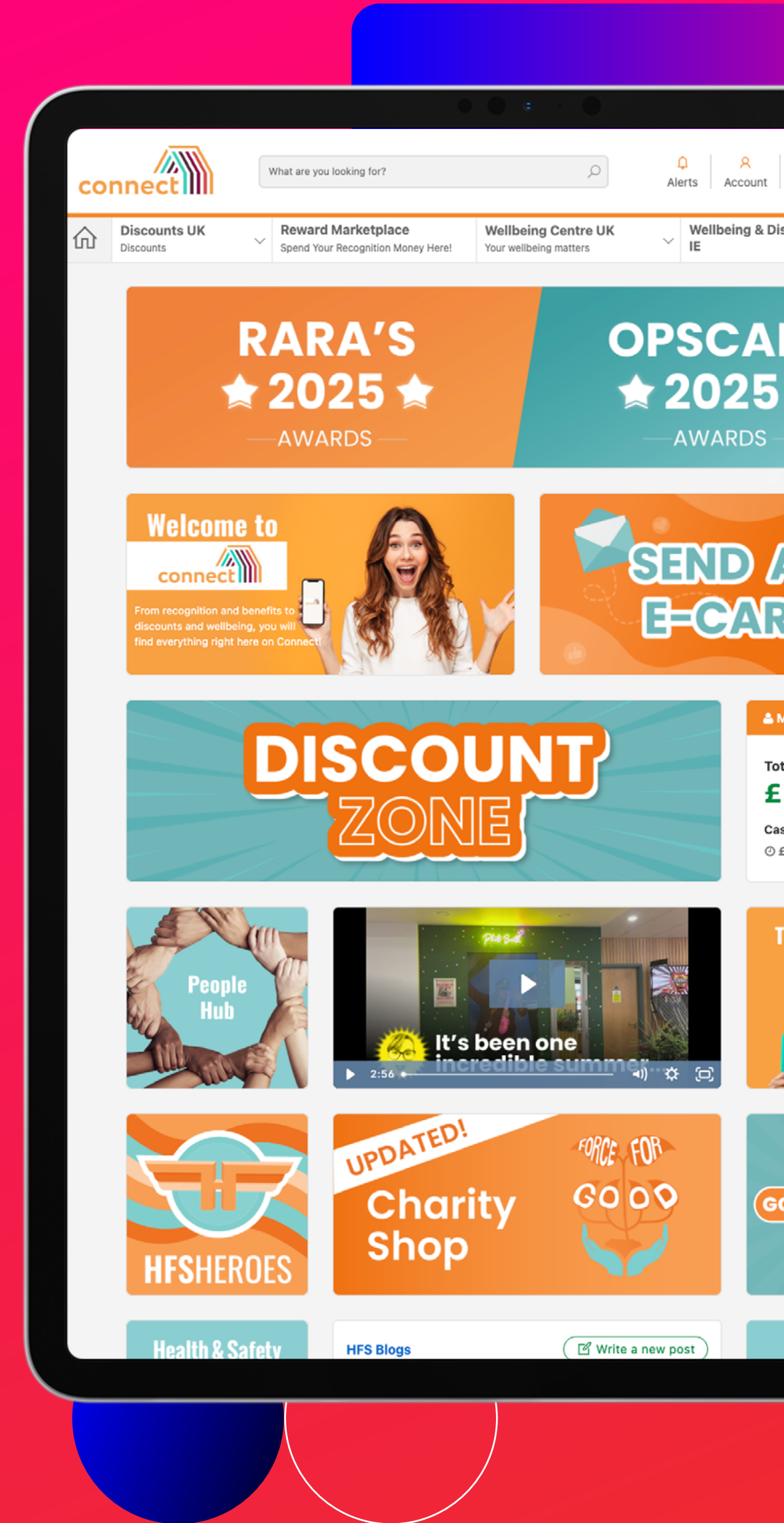
£6,000

saved in employee discounts in one year



2,000

Wellbeing Centre views



[Read the full story](#)

Working alongside Reward Gateway | Edenred, Homes for Students (HFS) launched a campaign to improve the health and wellbeing of all employees, regardless of age, role or location, delivering an impressive ROI and significant reduction in sickness absence.

Industry:

Housing

Number of employees:

1,200

Solutions:

- Discounts
- Communications
- Reward & Recognition
- Wellbeing
- Cycle to Work

The organisation

Homes for Students (HFS) is the UK and Ireland’s leading provider of purpose-built student accommodation, managing over 55,000 beds in 55 different cities.

The challenge

Having rapidly expanded from a small team of seven to more than 1,200 employees working in a variety of desk and field-based roles across 200 properties and two central offices, the HFS workforce was diverse and widespread. While this growth brought many opportunities, it also presented challenges. HFS recognised the need to introduce a renewed approach to employee health and wellbeing that would be inclusive, accessible and of

value to all – helping to reduce stress and sickness and boost the morale, engagement and productivity of its team.

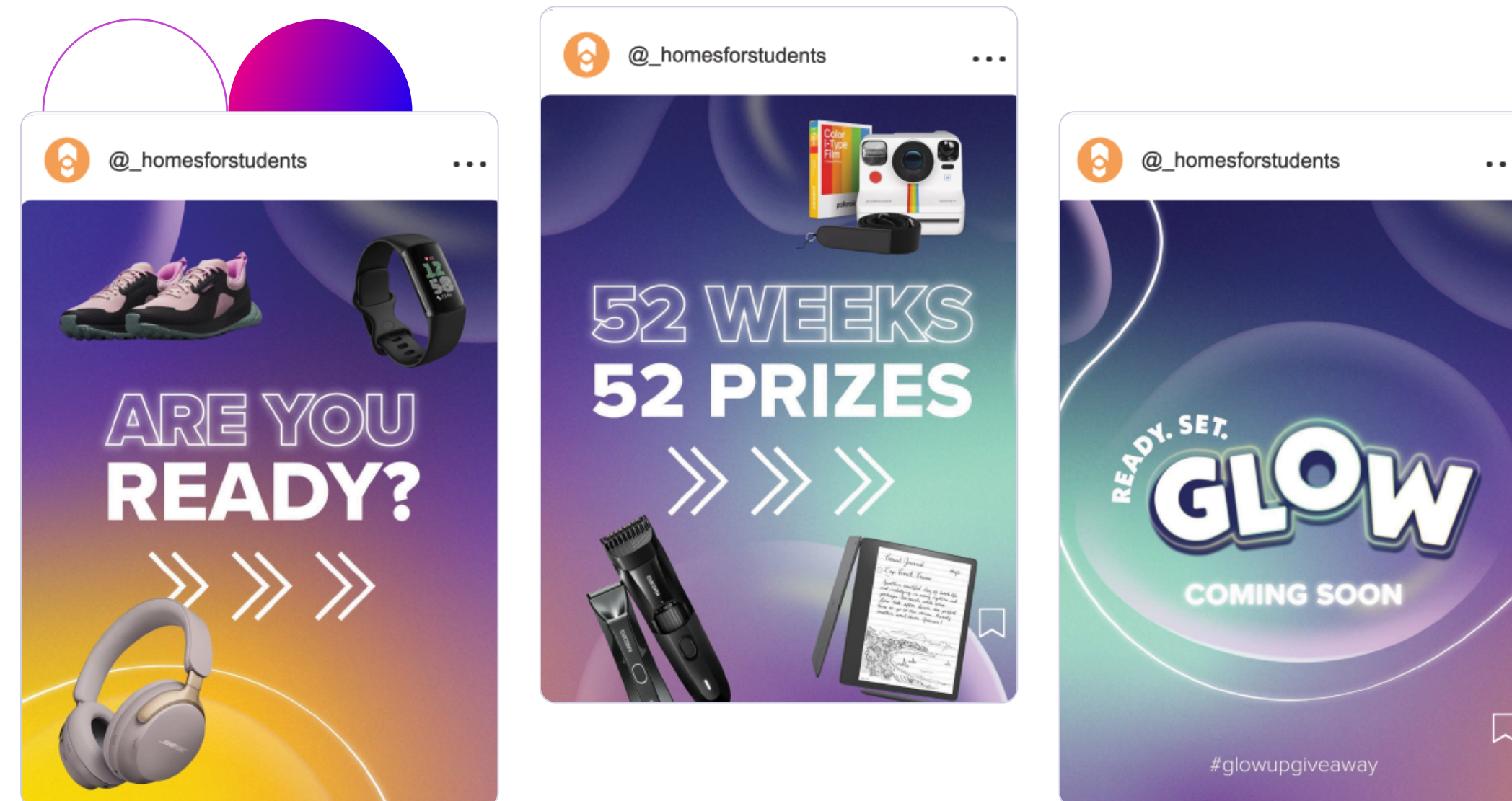
The goal

The company wanted to be better positioned to support the health and wellbeing of every team member – regardless of role, age or location. The aim was to build a campaign that would lay the foundation for long-term employee engagement by promoting a framework around the key pillars of physical, mental and financial wellbeing. It needed to be informative, inspiring and fun, ensuring employees could benefit from tips, tools and resources throughout the entire year.

How we helped

HFS partnered with Reward Gateway | Edenred a few years prior to launch its communications system. As such, it had the perfect digital location to host an engaging, accessible campaign. The system, named Connect, became the home of ‘Ready, Set, GLOW’ (RSG) – a 10-month, blog-led internal wellbeing campaign that followed a month-by-month content calendar, aligning with different seasonal wellbeing themes. Each month featured a themed blog post promoting the resources and content available as part of the Wellbeing Centre within Connect, a poll and prize draw, and a theme-based prize to encourage participation.

Supported by monthly wellbeing sessions, appreciation events and an employee survey, the team adopted a multi-channel approach to raise awareness of the campaign across the entire workforce. RSG was promoted through a company-wide monthly newsletter, manager briefings and rotating banners on the Connect homepage. Employees were encouraged to contribute their own tips and stories, creating a two-way wellbeing conversation.



What they achieved

Return on investment

'Ready, Set, GLOW' was a huge success, with wide-reaching results that achieved a very tangible return on investment... turning a **£4,500 spend** into a **£11,200 gain**. The campaign delivered meaningful support in the short term, while strengthening the wellbeing strategy in the long term.

Employee wellbeing

At an operational level, sickness absence reduced **from 2.6% to around 1.3%**. The new benefits launched in response to employee feedback shared in the wellbeing survey were incredibly well-received and encouraged greater adoption of pre-existing benefits – including employee discounts and Cycle to Work – resulting in combined colleague **savings of almost £9,000**.

eNPS

In the quarter following the launch of the wellbeing campaign, Home for Students' employee Net Promoter Score (eNPS) **increased by 22 points**.

"Through a multi-channel approach, we were able to make wellbeing visible, personable, enjoyable and practical for every colleague, in every location."

Communications Manager, Homes for Students



Homes for Students was celebrated at the **Appreciation Awards 2025** as the winner of the **Best strategy for supporting employee health & wellbeing category**. Congratulations!

Are you ready to boost your eNPS, reduce your absence rate and deliver measurable ROI to your organisation?

Homes for Students proved that a cleverly designed wellbeing strategy that meets the needs of the entire workforce can deliver an impressive ROI.

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.

[Book A Demo Today](#)

