



How Lomond transformed its EVP to boost retention and deliver tangible business savings

£125k saved in yearly employer National Insurance Contributions

30% drop in employee absenteeism



The strategy:

Consolidated tech

Connected and empowered dispersed teams with centralised access to communications, recognition and benefits

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Scalable integration

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

The results:



92%

active user rate



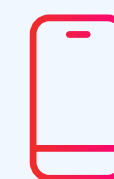
£834,000

value of Car Benefit orders (£110k saved by Lomond and £267k by its employees in National Insurance)



£72,000

of Holiday Trading (saving employees £23,000 and the organisation £10,000 in NIC)



£37,000

of employee tech purchases covered through SmartTech™



£18,000

saved through employee discounts in one year

4.79x ROI
delivered through
Reward Gateway | Edenred



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As Lomond continued to grow and diversify, it needed to develop a new people strategy that would better support its ever-expanding multigenerational workforce. Partnering with Reward Gateway | Edenred, Lomond's HR team created and launched an award-winning EVP that achieved transformational results.

Industry:

Real Estate

Number of employees:

2,800

Solutions:

-  Discounts
-  Communications
-  Wellbeing
-  Reward & Recognition
-  Car Benefit
-  Cycle to Work
-  Holiday Trading

The organisation

Lomond is the UK's leading network of lettings and sales agents, with a national workforce of more than 2,800 people across 200 branches. The company operates in a high-growth and high-demand environment, acquiring a new company almost every single month.

The challenge

This rapid growth and continual change presented Lomond with significant integration demands. The HR team needed to support the diverse needs of its ever-expanding multigenerational workforce - integrating new employees seamlessly and effectively, while maintaining high employee engagement scores.

The HR function needed to be able to deliver consistent value to the business while navigating rapid growth and constant change in a resource-limited environment.

The goal

Lomond wanted every employee, whether new or long-standing, to experience consistent support, growth opportunities and recognition. To achieve this, the company set about streamlining its HR processes and leveraging technology to create more capacity for strategic work and provide responsive, solution-focused support to leaders and team members.

The plan was to develop and implement an end-to-end people strategy that would enable Lomond to attract, develop and retain the highest quality candidates.



How we helped

Lomond's HR team developed a new strategy around a simple but powerful framework – Get Great Talent, Grow Great Talent, Keep Great Talent. There were clear phases and KPIs for each pillar – time-to-hire, internal promotion rates, and retention percentages. Partnering with Reward Gateway | Edenred, Lomond began to reimagine its EVP through its employee engagement system in a way that balanced operational delivery with long-term culture building.

Employee communications were centralised through the system, branded LOMONDlife, while recognition across all levels was enabled, and a wide range of benefits were made more accessible to the geographically dispersed workforce – all in one digital location. The system also served as a hub for wellbeing resources and engagement tools, providing the HR team with realtime data that allowed them to adjust their delivery.

By aligning recruitment strategies, enhancing onboarding processes and launching targeted development programmes, Lomond began accelerating the integration of newly-acquired employees while building leadership capability and internal mobility. Each initiative was designed for scalability so it could be quickly adapted for new teams, making sure the new three-pillar framework was embedded across all people processes.

What they achieved

Engagement

The launch of the Get, Grow, Keep people strategy and introduction of the LOMONDlife system had a profoundly positive impact on Lomond’s workforce. **92% of employees are now active users** of LOMONDlife, with **1,200 recognition eCards** sent, **£1,000 spent** through Rewards, and **4,000 Wellbeing Centre views** in just 12 months. Engagement survey results have shown a significant rise in both ‘satisfaction with career development opportunities’ and ‘feeling valued at work’.

Financial wellbeing

Employees **saved £18,000 through employee discounts**, purchased **£72,000 worth of annual leave** through Holiday Trading, and placed **£7,000 of Cycle to Work** orders. Employees also saved an impressive **£267,000 through their Car Benefit** scheme, and spent **£37,000 through SmartTech™**.

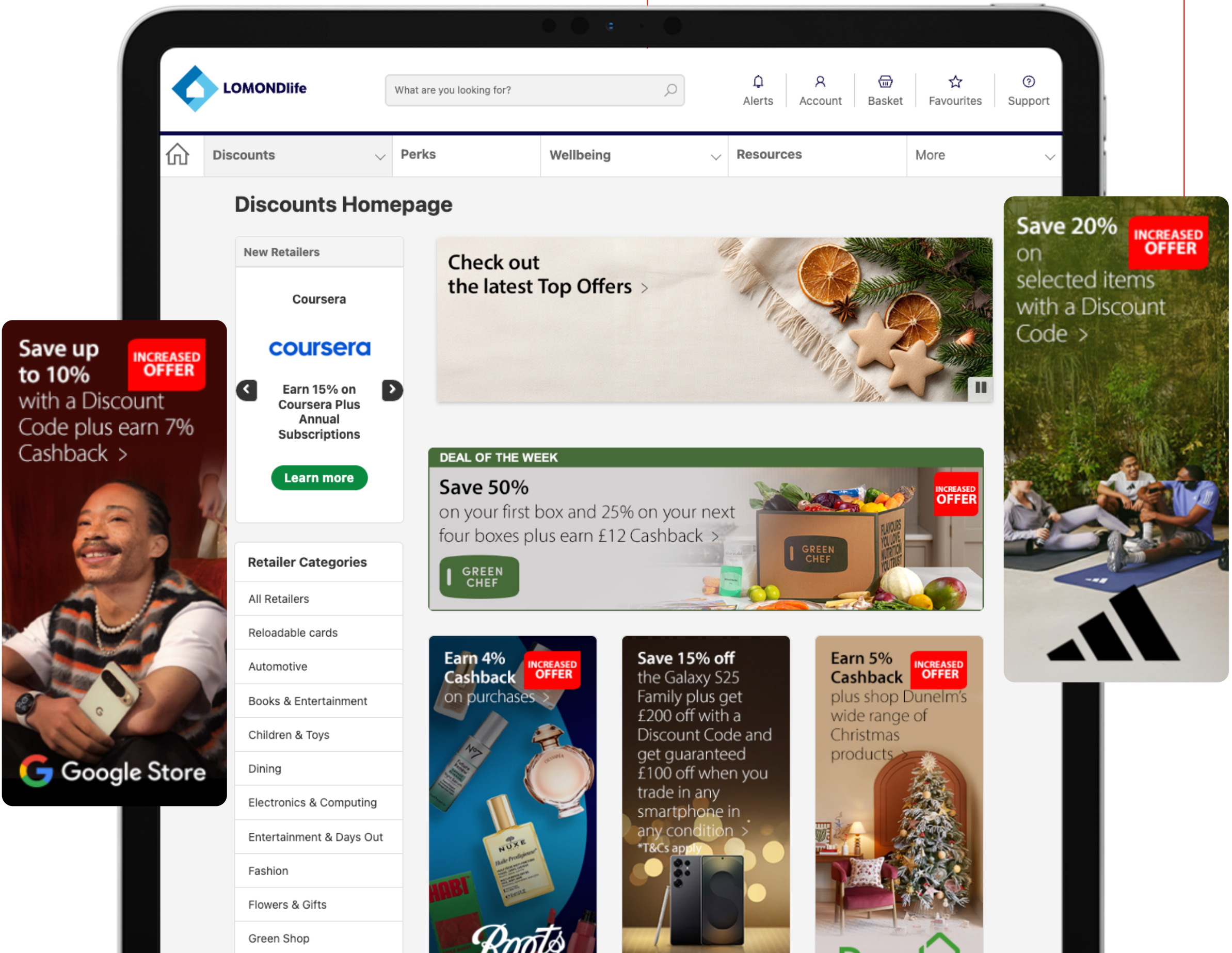
Return on investment

Sickness absence **decreased by 30%** compared to the same period the previous year, and time-to-hire reduced – enabling faster filling of critical roles during growth. At the same time, employee retention in the first 12 months of employment improved across all regions.

The range of salary sacrifice benefits have also delivered savings to the business, reducing Lomond’s **National Insurance contributions by £125,000 in one year**. The transformative effect of Lomond’s new people strategy resulted in the company achieving **Great Place to Work** certification and being recognised as a **Sunday Times Best Places to Work 2025**.



Lomond was also recognised at the **Appreciation Awards 2025** as the winners of our **HR Team of the Year** category. Congratulations!



Ready to support financial wellbeing with a system that drives measurable business outcomes?

Lomond showed that when you support the financial wellbeing of your people and create connections between 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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