



BetVictor Values You

The Challenge

Gibraltar is a gaming hub attracting blue chip companies to run their businesses from. Within gaming companies, traditionally staff turnover is high, there's no loyalty and retention is poor.

BetVictor found themselves part of this challenging working environment. As there was a culture of staff moving to and from the company regularly, staff morale amongst teams was low, with a lack of strong relationships and structure. They suffered from poor staff engagement and an inconsistency in any staff motivation.

BetVictor identified that they wanted to build a solid foundation for the growth of their company, so they needed to start by establishing a new focus for employee engagement and make a cultural change, which would in turn lead to stronger working relationships, retention and loyalty.



... "recognition was an integral part of the business" ..

With the help of a focus group, we were able to identify issues we could improve within BetVictor and then position themselves as 'the' place to work.

With a newly established set of company values, employee alignment to these values would be at the heart of their focus. To do this, they needed to implement a centralised platform that would be able to instil a culture of recognition and appreciation.

We implemented a tailored employee Reward and Recognition programme called BetVictor Values You; demonstrating appreciation of employee's contribution to the business, by rewarding achievements.

The aim of the programme was to build a business and environment where people felt valued, had job satisfaction and wanted to be part of. With a workplace culture where recognition was an integral part of the business and reciprocal, productivity was likely to improve and moving companies wasn't a priority.

The programme was implemented in BetVictor's multiple offices located in Gibraltar, London and Hungry; all employees were applicable to participate.



The Programme

BetVictor Values You is an online points banking website which is the centralised source to communicate and engage with the employees and use as a mechanism to reward best behaviours, performance and loyalty.

The platform functionality includes:

Peer to Peer nominations – employees nominated their colleagues for demonstrating a company value. Reflects the respect and appreciation from their colleagues, not just from management.

Thank you eCards – a quick and easy way to demonstrate appreciation through one click of a mouse.

Long Service – rewards for achieving key anniversaries within the business. Introduced long service awards from 1 year, to show the dedication to employees and improving retention quickly.

Birthdays – points awarded for special occasions like employee's birthdays.

Suggestion schemes – employees could submit ideas for improving the business, with points awarded for ideas implemented.

Referrals – employees could recommend people to join the company; if they were hired they would be given points.

Rewards catalogue – points could be redeemed against desirable rewards; catalogue full of big brand products and experiences but also vouchers for local stores in Gibraltar.

The look and design of the website incorporated BetVictor's sponsorship of sporting brands such as Liverpool FC and Real Madrid, to make employees emulate the teamwork, morale and celebratory appreciation the footballers execute.

We used an API feed to connect BetVictor Values You to the company portal, allowing easy access to the Recognition platform.

A kick off 'town hall' presentation launched and drove awareness of the programme. Employees were given scratchcards loaded with points that they could immediately add and redeem on the site, whilst instantly engaging with the platform.

To maintain momentum and keep the programme at the forefront, we sent supporting email comms throughout.



The Results

7146%

increase in site visits per month from the target KPI, on average.

76%

of BetVictor employees regularly engaged with the site.

The programme reduced the number of employees leaving the company by

46%
YOY

214

employees were rewarded with Long Service awards. 45% had served 1 year, which most likely contributed to less number of leavers.

The average number of employees redeeming a reward was

13%

per quarter.

In one quarter, we recorded a

70%

increase of reward redemptions above the target.

116%

more nominations were placed each month compare with the KPI, on average.

347%

increase of recognition sent through e-thank you cards.

Email communications receive an average

68%

open rate.



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