



CASE STUDY **Employee Recognition**

Engage Rewards



The Challenge

CarShop are part of the UK's largest dealer group (Sytner's Car Supermarket Division) and believe their colleagues are at the heart of their business, so wanted to promote CarShop as a great company to be part of.

CarShop were looking for one central online employee recognition solution, that would enable them to recognise and reward their employees from across all departments within the business including car floor salesmen, administration, finance, plus all other office-based roles under the CarShop employee umbrella. Although there was a variety of job roles, they all needed to be recognised to the same level.

By introducing this new platform, CarShop were looking to increase employee job satisfaction and morale and feelings of appreciation. And in turn improve workplace productivity, increase retention rates and engagement with the company values.



... "encourage a new culture of recognition, strengthen loyalty and drive employees to deliver more" ...

We recommended utilising our MyRewards point banking platform technology to implement their online employee recognition programme. It would be a "points for prizes" system set-up.

Employees would receive points for demonstrating certain behaviours and for fulfilling their company values, which could be exchanged for rewards from the global reward catalogue.

The company values, known as CarShop 'Pillars' include:

Be determined
Always one team
Be trustworthy
Always evolve
Be at your best

The programme would include two-way recognition, from managers to employees, as well as peer-to-peer nominations. This would encourage a new culture of recognition, strengthen loyalty and drive employees to deliver more as they have stronger relationships with the company and their colleagues.

We set up the programme so that each manager would have the facility to award the points to staff and manage their own budget pot so they could use it as they saw fit. With all nominations, approvals and points rewarded being trackable within the dashboard reporting, the HR department would avoid any over spending or misuse of the system.



The Programme

Our creative and digital teams developed CarShop's recognition programme called Engage Rewards.

The site design incorporated the company's branding and colours. Utilising the 'tile technology,' the homepage included a simple, eye-catching design to showcase the features available within the programme and how employees could engage with the site.

To maximise engagement and ensure employees could feel appreciated and happy, we incorporated multiple different ways for staff to be recognised for their achievements by their managers, along with by their peers. The more ways staff were rewarded, the more likely they were to remain loyal to the company and stay with business long-term; a benefit for CarShop as they'd be retaining their talent.

Utilising our Recognition module within MyRewards, the programme functionality included:



Quarterly nomination scheme

Peer-to-peer nominations to recognise colleagues who have gone above and beyond in demonstrating their fulfilment of a company value. All nominations were put forward for 'colleague of the quarter' whereby all approved nominations from HR were rewarded with points.



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.



eCards

A quick and easy way to demonstrate appreciation and thanks through one click of a mouse.



Wall of fame

Anniversaries and approved nominations, submissions and ideas, all in one place for colleagues to see, like and comment.



Recommend a friend

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

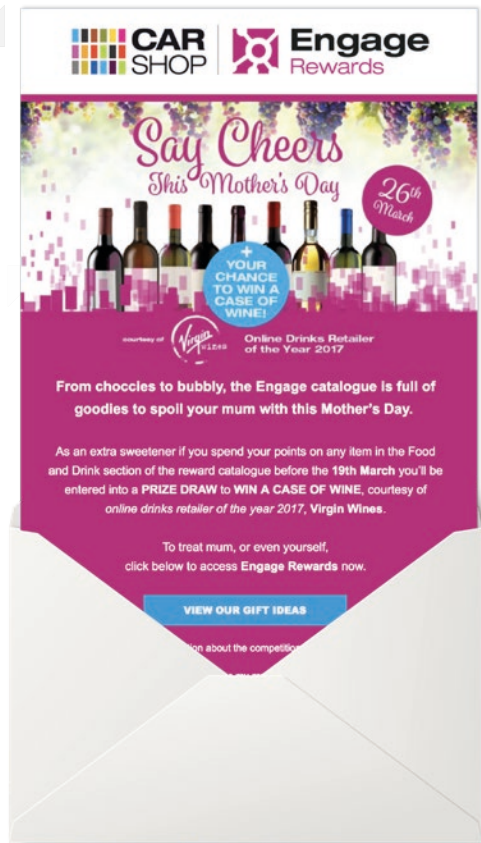


Suggestion schemes

Employees could submit ideas for improving the business, with points awarded for ideas implemented.

Points can be exchanged for a prize within the reward catalogue, which includes over 5,000 carefully selected products from leading brands, such as Apple, Sonos, Montblanc, Bose, Cadbury, Michael Kors, Hugo Boss, Tag Heuer and many more. The product range covers all key categories, including technology, lifestyle, home and garden and jewellery.

To boost engagement with the site and to maintain momentum and encourage visits and reward redemption, we have run various promotions, in conjunction with the programme.



Mother's Day

CarShop users were sent a Virgin Wine promotion, where if they redeemed any food or drink in the rewards catalogue before Mother's Day, they would be in with a chance of winning a case of wine through a prize draw.

The promotion saw:

- ✓ 2nd highest month for website traffic since launch
- ✓ 2nd highest month for nominations made from employees since launch
- ✓ Increase of engagement by an average of 300%
- ✓ 3rd highest redemption rate from users in a month since launch
- ✓ Average open rate of emails sent of 41% (industry standard is 35%)

Black Friday

Users were offered the chance to win an Ultimate Time Together experience package worth £120 for any reward redemptions made from Black Friday to Cyber Monday. Winner was picked at random from redeemers on the programme.

This generated:

- ✓ An increase in website visits of 100% compared to the previous 5 days before Black Friday
- ✓ The redemptions spiked from 12 in the 5 days before to 31 redemptions across Black Friday Weekend

The launch email saw:

- ✓ 47.86% open rate (+12.86% over industry standard)
- ✓ 19.44% click to open rate
- ✓ 9.31% user click through rate





Improved employee
retention by

32%

+35%

above the target for
active users

“ MyRewards met our requirements perfectly. It has enabled us to deliver over and above on the KPI's we identified. ”



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