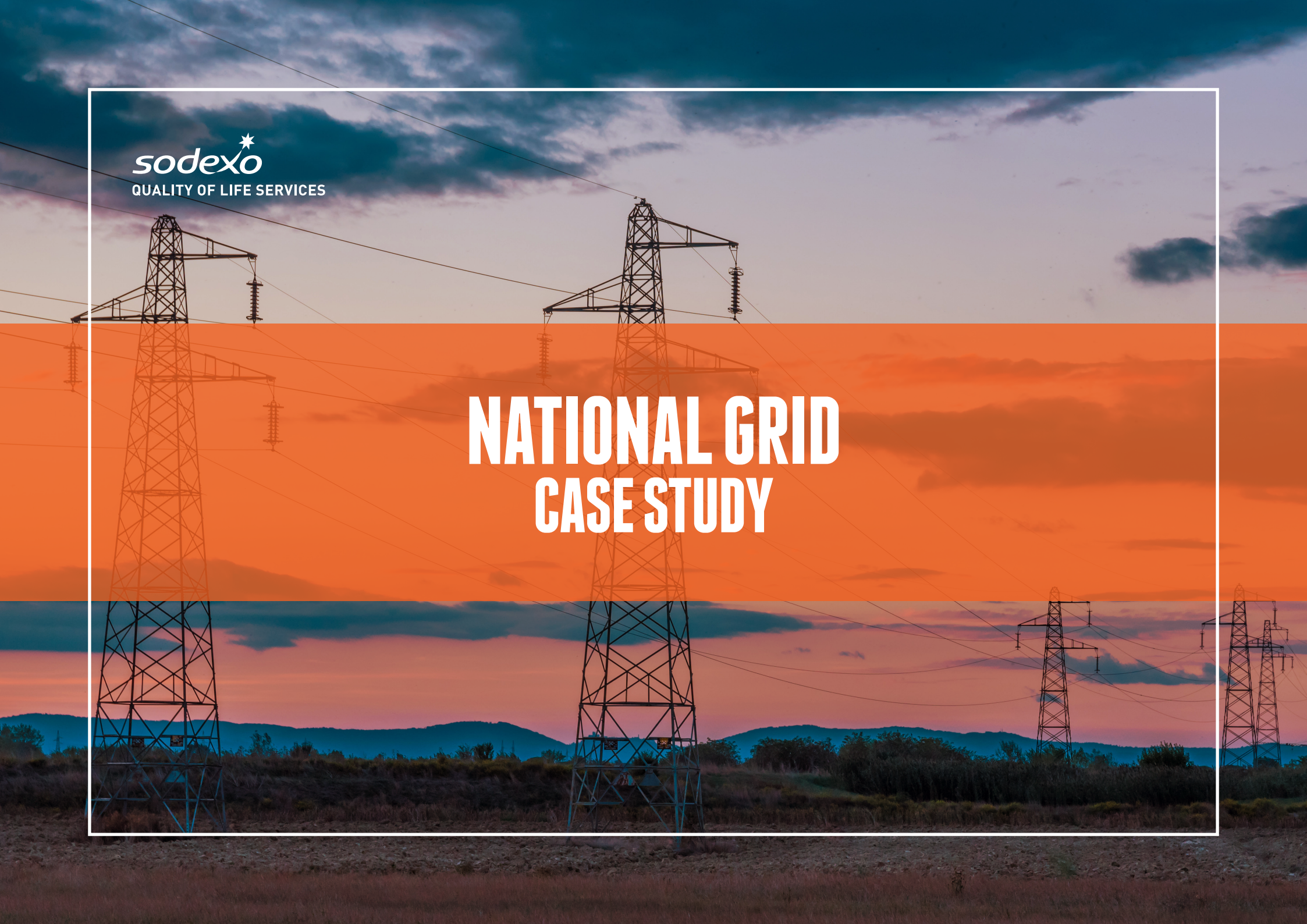




sodexo
QUALITY OF LIFE SERVICES



NATIONAL GRID CASE STUDY

An international electricity and gas company based in the UK and northeastern US, with around 20,000 employees, National Grid connects consumers to energy sources through its networks.

National Grid has approximately 6,500 staff in the UK, of which 3,000 are based in Warwick. The rest of the workforce is made up of different technical and operational employees based around the UK working from smaller offices and substations or based at home.

6500 STAFF IN
THE UK



THE CHALLENGE

National Grid have employees of all ages – ranging from some aged 60+, who have enjoyed long careers, to those who have recently joined National Grid via their range of Apprenticeship, Graduate or other hire programmes.

National Grid wants to recruit and retain the best talent for their workforce – and among that talent there needs to be a strong supply of skilled engineers and technical expertise. Engineers are currently sought after in the UK, but are also in short supply and the competition to attract them is fierce. So, it is more important than ever for the organisation to stand out to prospective (and current) talent for all the right reasons.

As strong advocates for employee engagement, the benefits package offered by National Grid has to tick a lot of boxes. Not only does it have to be competitive, and accessible to all employees, including the field-force, and remote workers, but it has to appeal to a wide demographic.



WHAT WE DID



Anna Stoneman, Reward Specialist
at National Grid explained:

“we’re looking for something that is easy and accessible for all employees to understand and use. The products must appeal to employees and add value to their employee experience. How successful this is, will show in the take-up rates; if the take up is good it’ll show the benefit is relevant for people and therefore engaging them.”

When we engaged with National Grid, they already had a flexible benefits programme, with a range of benefits from a few providers - but, they were looking to extend their offering. They decided that introducing discounts to their benefits programme would create a new kind of benefit not currently available for employees.

Sodexo has now been the shopping discount provider for National Grid for 6 years. By using our successful discount and benefits platform and reworking it as ‘YouShop’ to fit in with the National Grid branding, we could not only compliment all the other benefits but also give them something extra special through its capacity to offer shopping discounts and savings.

With the platform, up and running, reaching people and promoting engagement was super important as many employees are based offsite. So, we created a brochure which was delivered directly to home addresses. The brochure gave details of the offers available and information of where employees could access the website.

The Sodexo team partner with National Grid to keep the offers fresh and relevant – there is even a local offers section – so if someone knows of a local business who wants to give a discount we can add these to the platform. Plus, there is a dedicated YouShop customer service team to answer any queries, and we manage all of the back-office administration.



**SOMETHING THAT IS
EASY AND ACCESSIBLE
FOR ALL EMPLOYEES TO
UNDERSTAND AND USE.**



WORKING WITH SODEXO

Choosing to avoid email communications because of the nature of their organisation, we have helped National Grid reach their employees in other engaging ways. We regularly send posters and let them know about special upcoming and seasonal offers – we also attend roadshows and are on hand to promote the platform whenever and wherever we can.

WORKING TOGETHER HAS HELPED NATIONAL GRID TO CONTINUE TO REACH AND ENGAGE THEIR STAFF THROUGH THEIR BENEFITS PROGRAMME.

It has also challenged Sodexo to think of different means to approach a workforce without the 'traditional' digital communications route.



OUTCOMES

"It works well as there is a core set of employees using YouShop regularly. Employees use the whole range of discounts; some people use it just for the weekly shop, but then some people buy luxury items, like holidays etc."
Anna Stoneman, National Grid

The popularity of YouShop at National Grid is very strong and the take-up and significant savings show that this is a really valued benefit of National Grid employees.



WHEN WE MEET OUR SODEXO ACCOUNT MANAGER FACE TO FACE WE TALK THROUGH THE LATEST RANGE OF STATISTICS, ONE OF WHICH TELLS US ABOUT THE MONTHLY UPTAKE. THE STATISTICS SHOW HOW MUCH THE DISCOUNTS HAVE SAVED OUR EMPLOYEES WHICH IS GREAT FOR US TO SEE.



77% OVERALL TAKE-UP STATISTIC

RESULTING IN
A SPEND OF
APPROXIMATELY **£114,000** PM

£8500 EMPLOYEE
SAVINGS
PER MONTH.

TAKING THE TRAVEL AREA FOR INSTANCE, IN JANUARY 2017, EMPLOYEES
SPENT £35,268 AND SAVED £2,692

**EMPLOYEE & CONSUMER
ENGAGEMENT** | *Bringing people and
business together*

GET IN TOUCH

Sodexo Employee and Consumer Engagement solutions inspire a successful workplace culture by incentivising performance and recognising success. We change behaviours and drive outstanding engagement – all focused around your specific business objectives. Never out of a box, we're all about the experience, always purposeful and always powerful.

At Sodexo, we have over 50 years' heritage in creating award-winning experiences that make people's lives better. From growing employee culture and inspiring success in your workplace, to driving consumer engagement with your brand, we transform the way in which employees and consumers behave or perform, meaning they'll engage more deeply with you.

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