

02 BE BRILLIANT CASE STUDY

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*Recognising
what you do...*

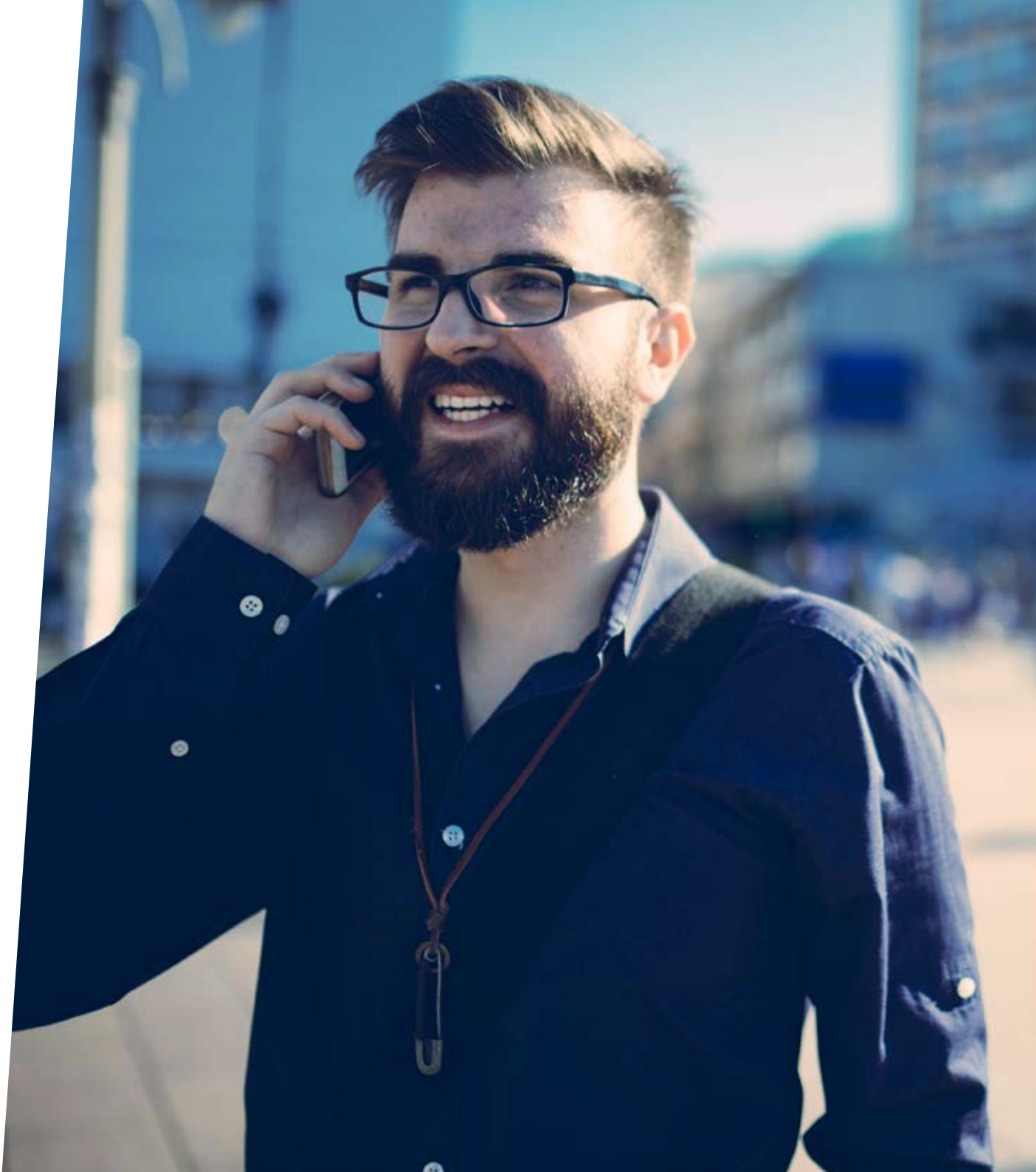
Brilliant Days

THE STORY SO FAR

O2 is a leading provider of mobile phones, mobile broadband and sim only deals. Not your average telecommunications company, they strive to offer their employees more – more perks, more possibilities and more of what they love.

With over 5000 employees and 472 stores across the UK, their challenge was how to energize sales teams to sell more whilst protecting the customer experience, maintain great team spirit and keep on top of their game.

They recognised that performance was much more than just good numbers and saw that knowledge and great service were just as key. O2 didn't just want to reward sales, they wanted to change behaviour.



WHAT'S THE PROBLEM?

Sodexo had previously run a program for O2 called Spirit. It was points-based and mostly involved rewarding only sales. Simple.

Problem was, there was no behavioural influence and the scheme was focused on sales without much recognition for other great work that goes on behind the scenes.

WHAT WE DID.

So, Sodexo worked with O2 to create the Be Brilliant program. Be Brilliant is much more rounded and, though staff can still earn points to redeem against a huge range of vouchers (on top of loads of other great rewards), they are also rewarded for demonstrating key behaviours and knowledge, as well as sales.

Working with O2 we create bespoke campaigns every month, anywhere from 4 days to 6 weeks, to achieve their key objectives – from sales and knowledge, to brand advocacy. We never run the same campaign twice and our bespoke approach means what we produce is packed with fun and creative flair. Our knowledge and in-house expertise allows us to deliver innovative, market-leading solutions every time.

**BESPOKE CAMPAIGNS
EVERY MONTH,
ANYWHERE FROM** **4** **DAYS** **TO** **6** **WEEKS**



Keeping store leaders and their teams engaged we develop a series of tasks specific to each Be Brilliant campaign and have a whole bunch of powerful mechanics for staff to earn point or rewards.

We have some really fantastic tools for recognition like, eCards which recognise a staff member's achievements and text-to-reward where managers can reward great people on the spot; plus, Dream Rewards which see central teams rewarded for achieving great things in a quarter, and Fun Days where all staff can take part in engagement tasks to win prizes to share with their loved ones. And then there are the incomparable Brilliant Days...



BRILLIANT DAYS

We created 'Brilliant Days' for O2 as the pinnacle of recognition for their Store teams. Each quarter, three stores are recognised with a fun-filled team day out.

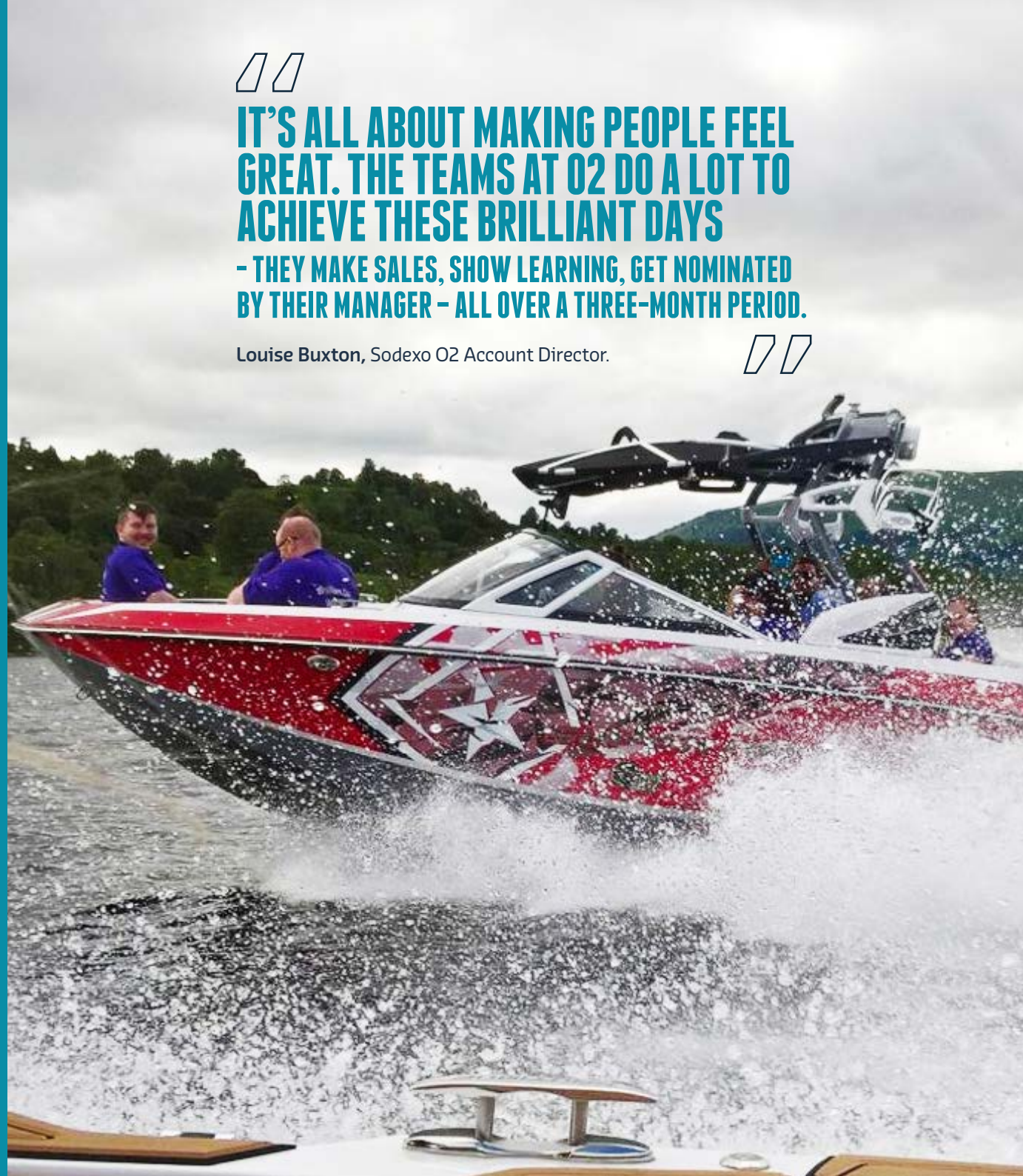
Each Brilliant Day is developed based on what the winning team love doing together; we create bespoke experiences to ensure the winners get their perfect day out! From spas, flying and food to zip lining go karting and a day at a recording studio – the winning stores get to something special and out-of-the-ordinary.



IT'S ALL ABOUT MAKING PEOPLE FEEL GREAT. THE TEAMS AT O2 DO A LOT TO ACHIEVE THESE BRILLIANT DAYS

- THEY MAKE SALES, SHOW LEARNING, GET NOMINATED BY THEIR MANAGER - ALL OVER A THREE-MONTH PERIOD.

Louise Buxton, Sodexo O2 Account Director.



WATCH THE VIDEO · WATCH THE VIDEO · WATCH THE VIDEO



TEAM TALK

The fantastic team who you see winning in the video are a tight-knit team who lovingly refer to themselves as 'their O2 family'. We played on this idea when building their Be Brilliant Day and used it to theme the day out from beginning to end – organizing the perfect family day out for them!

First, we took them to ZSL London Zoo. Not just any trip to the Zoo though. Whilst there, they completed a GPS treasure hunt in teams. The hunt saw them darting between the animals and taking on several video, photo and trivia challenges. After a busy morning, we let them relax for a bit in a lovely spa where they were treated to a back massage each and family time in the hot tub! They finished off the day with a trip to the pub where we announced the winner of the Zoo challenge and awarded a trophy and chocolate prizes.

**WHAT A PRIZE – AND
WHAT A TEAM!**



SPA EXPERIENCE

BY BETTER

WORKING TOGETHER

The O2 crew at Sodexo is 100% dedicated to O2 and their campaigns. With support from in-house development, I.T., creative and design teams the O2 guys can deliver the best and more. Living and breathing the work is obviously a great advantage, but so is up to the minute reporting which helps the team make sure they are constantly tweaking and improving every campaign.



HAVING A DEDICATED TEAM AT SODEXO IS REALLY VALUABLE FOR US.

WE KNOW WE CAN RELY ON THEIR ACCOUNT MANAGEMENT, DESIGN TALENT AND CREATIVITY TO COME UP WITH SOMETHING OUR PEOPLE ARE GOING TO REALLY ENGAGE WITH. ALWAYS READY TO SUPPORT AND TURN THINGS AROUND QUICKLY, WE HAVE A TRULY BRILLIANT PARTNERSHIP WITH THE TEAM AT SODEXO.



Claire McCann, Stores Reward,
Recognition and Communications Manager

**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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