



sodexo
QUALITY OF LIFE SERVICES



**SUFFOLK COUNTY COUNCIL
CASE STUDY**

NOMAD



The county council of Suffolk, who pride themselves on offering local government services and information in a way that is simpler, clearer and faster came to us to develop an Employee Benefits programme that would really make their staff glow.

We spoke to Tim Jermyn, HR Operations Manager at Suffolk County Council about the drive behind implementing Employee Benefits and how the scheme is working...

THE CHALLENGE

“Suffolk County Council, employs approximately 5,500 people across the county. With staff scattered all over the county, – we had to be smart about how we would reach people with employee benefits. We had to ensure we had a presence beyond a website, as although a large number of staff are based at the Head Office in Ipswich, there are also lots of other work spaces across the county, from country parks to hospitals

Employee Benefits are something we’re able to add on as part of a reward programme, they encourage people to stay – plus, they nurture wellbeing and the Employee Assistance program has the power to really help people.

Our contract came to an end with our current provider so we went out to market to see what was there. We wanted to ensure we could guarantee benefits like childcare and cycle schemes. But we wanted to see what else we could offer cost effectively. We had core benefits in mind which helped with flexible work arrangements and a wellbeing programme ... but we hoped to offer something different too.”





THE SOLUTION

“When we started looking for a new provider we did it through a framework – and found that Sodexo really ticked all the boxes. They’ve just impressed us and since working together they’ve shown themselves to be far better than our previous provider.

Now we have a wide range of reloadable vouchers and general staff benefits. We had to think carefully about what people would really want to use when first rolling out the program. So, the fact Sodexo had access to so many high-street brands was really positive. With other schemes, we looked at, the levels of discount were good but with companies’ people wouldn’t have heard of.

We have an online presence and we encourage people to register by visiting the benefits page themselves, then we contact them directly through there. We try and do a spread of online and offline comms- as well as our planned online comms from Sodexo, we have Z cards which mention Employee Assistance programme and the staff benefit scheme so there’s something extra for people to refer to. We hold events too and Nicky, our Sodexo Account Manager, comes and visits staff to talk about the scheme. With a significant number of staff working offline throughout the day, we are always thinking of different ways to reach people.”



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**PEOPLE EXPECT EXTRA
BENEFITS THESE DAYS AND
IT'S WONDERFUL TO SEE
MORE AND MORE PEOPLE
USING THEM YEAR ON YEAR.**



WORKING WITH SODEXO

“Our account manager Nicky is excellent; we have a great relationship and she’s very responsive. The account management has been a very positive experience for us and we’re really happy with what Sodexo does for us.

Sodexo have been great at helping us reach different touch points. We wanted an online presence but needed to supplement it as we have numerous sites away from the head office. Every year we run lots of wellbeing events – where different representatives will come and help promote health and wellness.

Amongst other activities we have local bike shops discussing the latest bikes, health professionals advising on how to quit smoking – and Sodexo will always come along to help explain the relevant employee benefits.

They are there to explain everything including salary sacrifice and the Employee Assistance programme (EAP) – and they normally offer a prize. The EAP has actually far exceeded expectations and between 1st April 2016 and 24th March 2017 and there were 568 cases of it being used, something that we know has been really valuable to our staff.

The events are fantastic opportunities to show people what they have available and use benefits such as cycling to promote extra activities like our 'Greenest County' campaign. It's essential to have a strong offline and online presence and our account manager Nicky, has worked with her marketing team to deliver a comprehensive comms plans that worked for us. Sodexo help support us with our internal comms too, sending us Sodexo banners for our weekly newsletters which we pop into the footers of our comms. All of which help to increase visibility of the platform and keep it fresh in peoples' mind.

We find providing employee benefits to be a really, cost-effective way to give people more- and it fits in well to our reward strategy. Sodexo reports back on the scheme regularly. We don't monitor retention as such, but we have seen a significant uptake from the previous supplier to Sodexo. We don't test it to see it's ROI - we just check its being used and growing.

STATISTICS FOR APRIL 2016 TO MAY 2017:

£421,247 TOTAL SPEND ON
VOUCHERS, ECODES
& RELOADABLE CARDS

RESULTING
IN A MASSIVE
SAVING OF **£42,000**

WORKING WITH
SODEXO HAS BEEN
VERY COST-EFFECTIVE
FOR THE COUNCIL,
WITH HUGE SAVINGS
ENABLING MORE
EFFECTIVE WORK
IN OTHER AREAS.

£40,696 
SINCE 2014
ON THE CYCLE SCHEME.

£308,553 
SINCE 16
APRIL
ON NI SAVINGS ON CHILDCARE VOUCHERS

**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.

Sodexo,
Avalon House, Breckland,
Linford Wood, Milton Keynes,
MK14 6LD

www.sodexoengage.com
sales.engage@sodexo.com
0845 050 9532