

The background of the slide is a photograph of Lincoln Cathedral, a large Gothic cathedral in Lincoln, England. The image is split into two horizontal sections. The top section shows the upper part of the cathedral, including the flying buttresses and the spires of the choir and transepts, set against a clear blue sky. The bottom section shows the lower part of the cathedral, including the westwork and the main entrance, with the rooftops of surrounding buildings visible in the foreground. A semi-transparent teal horizontal band runs across the middle of the image, containing the title text. The Sodexo logo is located in the top left corner of the teal band.

sodexo
QUALITY OF LIFE SERVICES

UNIVERSITY OF LINCOLN CASE STUDY

Steeped in history, Lincoln itself boasts a proud culture of arts and heritage – of which the Cathedral and University are central.

DESCRIBED BY THE INDEPENDENT AS “THE BEST THING TO HAPPEN TO LINCOLN SINCE THE ROMANS”

The University of Lincoln is ranked among the top 50 English universities.

THE CHALLENGE

The University of Lincoln already had a commitment to their staffs’ wellbeing, offering great rewards, recognition opportunities and employee benefits.

Head of Reward, Ian Hodson knew how powerful incentives and recognition were as part of a culture that celebrated and valued its workforce – and attracted and retained the best talent out there. Their issue wasn’t about getting used to this idea but rather about making it easier for staff to access everything they were entitled to – and creating a scheme that would fit with the image of the University as dynamic and engaging.

The University of Lincoln wanted a reward platform that not only held everything in one place but also one that helped show the difference between reward and remuneration. In some ways, a reward can just get lost with pay – but they wanted something more tangible. They equally wanted to break down the communication barriers by getting staff to visit a single platform that held all the reward package information, making initiatives super handy at the right time for employees to benefit from them.



WATCH THE VIDEO HERE





**WE WANTED
INTERACTION
AS PART OF
THE SOLUTION,
NOT JUST A
REPOSITORY**



THE SOLUTION

Ian Hodson "We wanted interaction as part of the solution, not just a repository. We wanted to create engagement so people would go and look at new benefits. We have built in tools to keep people visiting regularly including staff suggestions, plus our own version of freecycle and a book club on there – we have competitions too and University news... all in one place.'

THE IDEA OF THE LINCOLN MAP ON THE PLATFORM CAME FROM WORKING TOGETHER WITH SODEXO.

We brainstormed ideas and decided we'd like to feature real buildings on our campus, with each building hosting the different benefits. The platform is great as it's so personalised to us – it's 'Lincoln' after all. Plus, it can be accessed online at any time so our staff who aren't office based can check it whenever they want outside the workplace."



WORKING WITH SODEXO

“The ability to sit down with people who listened and designed a solution was important and the fact they had lots of ideas was great. As a customer, it’s good that we never had to drag all the ideas in ourselves, but worked together the whole way.

In terms of a recruitment tool, a retention tool and a recognition tool we’ve created something which is wonderful now, but working with Sodexo will continue to grow to being a tool that people interact with and get more and more out of.”



THE UNIVERSITY SEES SODEXO NOT AS A PROVIDER GOING FORWARD BUT AS A PARTNER AND LOOKS FORWARD TO TAKING OUR PLATFORM TO THE NEXT LEVEL THROUGH COLLABORATIVE WORKING.



**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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