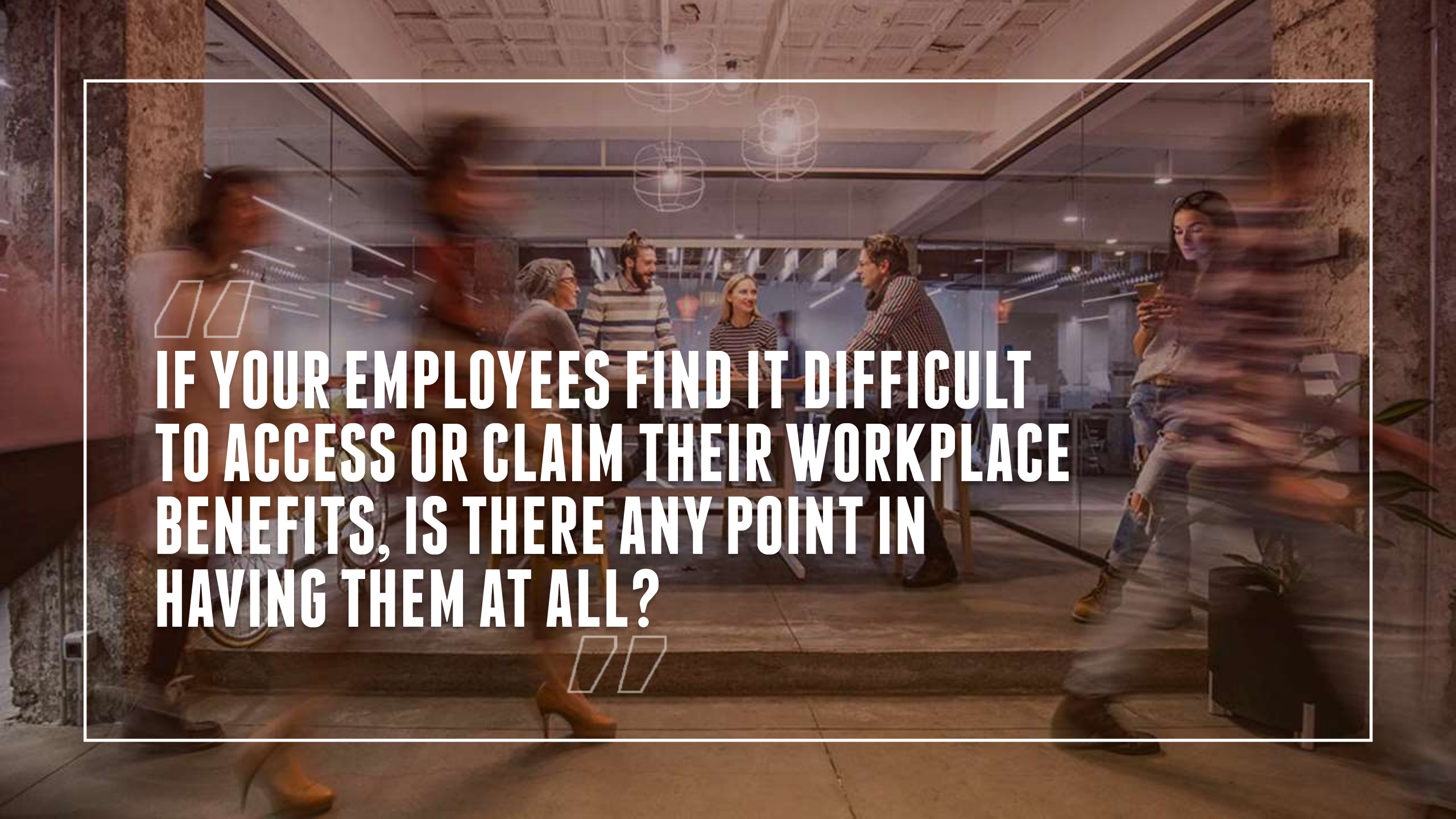


BUILDING ENGAGEMENT FOR FUTURES HOUSING GROUP

An Employee Benefits Case Study

A blurred office scene with people moving and talking, overlaid with a text box. The background shows a modern office interior with glass walls, people in motion, and warm lighting. The text is in a bold, white, sans-serif font, centered within a white-bordered box. There are some faint, stylized white lines above and below the text.

**IF YOUR EMPLOYEES FIND IT DIFFICULT
TO ACCESS OR CLAIM THEIR WORKPLACE
BENEFITS, IS THERE ANY POINT IN
HAVING THEM AT ALL?**

THE CLIENT



Futures Housing Group are one of the largest property management companies in the UK; providing over 9,000 affordable homes across Derbyshire, Nottinghamshire and Northamptonshire.

They also provide a wealth of housing support services for landlords, tenants and wider communities; including grounds maintenance, commercial developments and on-the-job training.

THE CHALLENGE

Keeping staff engaged with their employers is key to retaining talent and encouraging best behaviours in the workplace; this is where offering tailored staff benefits come in.

But, whilst offering employee benefits is a huge tick, staff need to engage with them to be effective – and this is where Futures Housing were having some problems.

The benefits platform that Futures Housing offered was not being used to its fullest potential and their online portal received little in the way of traffic from their staff. It was also the case that staff found navigating the site difficult – with some being unable to log in at all!





GETTING DOWN TO BUSINESS: HOW DID WE HELP FUTURES HOUSING?

Implementing an employee benefits platform is no small investment; so we looked at the existing reasons behind why employees were not taking advantage of their benefits platform and logging on.

We discovered that along with not being able to log into the platform easily, offers and benefits were not promoted as effectively as they could be. Along with migrating users onto a new employee benefits platform, we also embarked on an outreach program with staff across the business.



OUR OUTREACH ACTIVITIES INCLUDED:

- 01 Workplace desk-drops highlighting the latest staff benefits and offers
- 02 Posters and leaflets explaining how to use the platform, the benefits on offer and exclusive member deals
- 03 Drop-in visits and workshops, including live streams on Facebook and internal intranet

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**RECENTLY, ONE OF OUR REPAIRS
TEAM CAME TO SEE MYSELF AND
WE GOT HIM SETUP FOR THE FIRST
TIME IN YEARS – AND HE LOVES
IT! HE HAS GOTTEN MONEY-OFF
HIS GYM MEMBERSHIP AND A
HOLIDAY COTTAGE.**
//

- Sallyann Gretton, HR Specialist at Futures Housing Group

OVERCOMING BARRIERS

The reason for taking a more old-school approach with promotion of the platform was mainly due to the staff **members who perhaps didn't work on-site** or had infrequent access to IT systems.

Scheduling regular drop-in sessions on how to use the platform and explaining just what was possible opened many employees' eyes to offers and benefits they were missing out on! Plus, leaflets and posters also gave an ever-present and recognisable call to action for staff members to log on and get involved.

Also, with the switch to a new updated platform, navigation and access became easier for everyone; meaning there was nothing to stop employees of Futures Housing taking advantage of a huge range of fantastic benefits and offers.

THE OUTCOMES

The introduction of a refined benefits platform means that employees of Futures Housing can now access and claim all their in-work benefits whenever they like and wherever they are – something they struggled to do beforehand.

Monthly offers and promotions are also regularly added and promoted to maintain visibility with employees. Not only has this enhanced engagement between employees and Futures, but it has also meant a surge in traffic and logins to the site.

46% Average staff usage and orders through their benefits portal have increased 46% since the move to a newer platform and in-work promotion.

300% Increase in staff registrations during a 'Random Acts of Kindness' week.



WORKING WITH SODEXO



Futures Housing Group has a great working relationship with Sodexo, especially our Account Manager Ben who is always there to help us out, along with the support of Stacey.

We have also had some great site visits by Cally Stothard who delivered an amazing event on the childcare voucher scheme, which she allowed us to stream live on our workplace Facebook.

Cally and Tom also attended our site for a free giveaway event, which went down really well with our staff.

We regularly post the monthly offers and competitions on Facebook which works well and keeps staff aware of the Rewards website.



- Sallyann Gretton, HR Specialist at Futures Housing Group



**WITH THE COST OF LIVING
RISING, IT'S GOOD TO SAVE
MONTHLY WHEREVER YOU
CAN – MAKE YOUR WAGES
GO EVEN FURTHER!**



- Louise Ramsden, Futures Housing Group

GET IN TOUCH

Part of Sodexo Employee and Consumer Engagement, our employee benefits solutions help workplaces grow a positive culture by attracting and retaining top talent and increasing employee engagement.

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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