

REVAMPING THE EMPLOYEE EXPERIENCE FOR KEYRUS

A Client Testimonial



**A STAGGERING 70% OF EMPLOYEES SAY
THAT BENEFITS MOTIVATE THEM AND KEEP
THEM STICKING AROUND FOR LONGER.*
THEY HELP BUILD A CONNECTION BETWEEN
YOUR COMPANY AND YOUR MOST
IMPORTANT ASSET: YOUR PEOPLE.**



Source: employeebenefits.co.uk



THE CLIENT

With an average yearly turnover of nearly \$150million Euros, Keyrus are an established and growing force in the world of Big Data, Consulting and Technologies.

From data intelligence to management and transformation, their business operates in a wealth of sectors; including automotive, retail banking and pharmaceuticals.

This is reflected in their diverse workforce of over 3,200 employees spread across 18 countries and 4 continents.



THE CHALLENGE

Like any successful business, Keyrus **understood that their most valuable asset isn't** the products or services they provide; but the dedicated and hard-working staff who deliver them.

So, to help improve their quality of life both inside and outside of work, they decided in September 2018 that their existing staff benefits programme needed a revamp to reflect the more agile and diverse needs of their expanding workforce.

Key aspects of their new benefit offerings would be on the wellbeing of staff, with a strong focus on reward and fun!



THE CHALLENGE

With those factors in mind, we suggested that alongside our award-winning range of discounts at online and high-street retailers, exclusive gym membership deals were also included. These would be complemented by other popular benefits from our catalogue that would be appropriate for **Keyrus's** workforce; such as travel discounts and private healthcare providers.

With the range of benefits decided, we could then begin the hard work of getting the new platform up and running – and to a tight deadline! Keyrus were keen to have the new programme ready by December 2018 to ensure their staff could take advantage of retailer discounts for their Christmas shopping, so the clock was well and truly ticking!





I had a focus on introducing agile performance management methods into the business, and reward is a key pillar of this mantra. Sodexo became part of Keyrus UK's benefits revamp. I asked for something fun and relevant to today's workforce.



- Nikki Richards, HR Manager, Keyrus

For their exclusive discounted gym memberships, we undertook the following:

- We liaised with our dedicated gyms provider to arrange exclusive discounted gym memberships to be set up for **Keyrus's** employees.
- Our provider would then send us a bespoke URL link that Keyrus employees could access via their benefits platform and choose from multiple gyms to join at a discounted rate. This meant that no matter where they were located, they could use a gym that would be within easy reach.
- Our provider would then be able to inform us on how many employees from Keyrus have taken up that benefit – meaning that we could regularly report on take-up to confirm if the benefit was generating the desired engagement.

WHAT WE DID

Our first action was to build a brand new and updated benefits platform; with more intuitive navigation, Keyrus branding and access to a huge range of benefits that became easier for everyone to access and use.

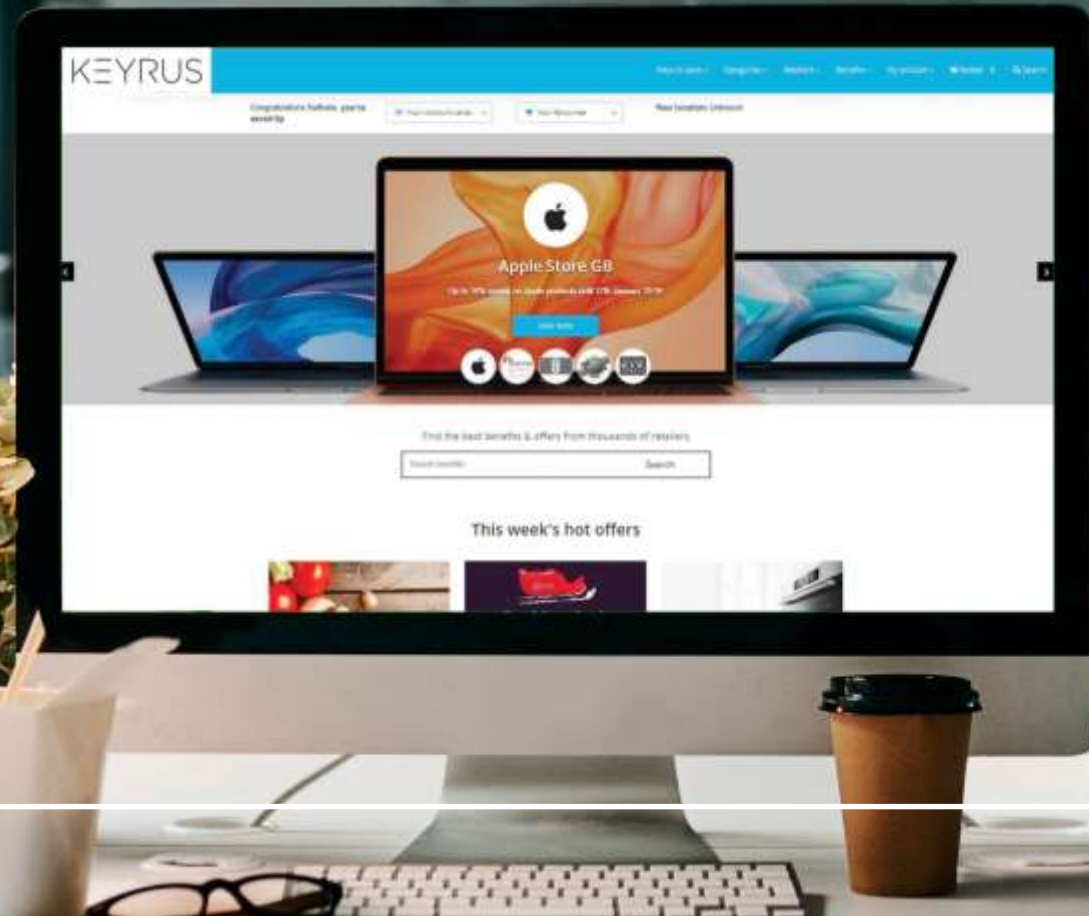
A new platform meant there was nothing to stop employees of Keyrus taking advantage of their huge range of fantastic benefits and offers – whether they were at work on their desktops, or on the move with their mobiles.

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THERE IS SOMETHING FOR EVERYONE ON THE SODEXO HUB, SO I THINK IT WORKS REALLY WELL TO PLEASE EVERYONE IN THE WORKFORCE.

- Nikki Richards, HR Manager, Keyrus

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IN SIGHT.
IN MIND.

01 JANUARY	02 FEBRUARY	03 MARCH	04 APRIL
Competition: TRAVEL Employee Discounts: 1st: Holiday office 2nd: Hot office 11th: Travel package 18th: Travel 22nd: Hotel stay 25th: Hot product offer 30th: Competition board Employee Benefits: 1st: Travel package 15th: Travel package 20th: Travel package 25th: Travel package 30th: Travel package	Competition: EURO CUP Employee Discounts: 1st: Holiday office 2nd: Hot office 8th: Hot product offer 15th: Hot product offer 20th: Hot product offer 25th: Hot product offer 30th: Competition board Employee Benefits: 1st: Hot product offer 15th: Hot product offer 20th: Hot product offer 25th: Hot product offer 30th: Hot product offer	Competition: HEALTH Employee Discounts: 1st: Holiday office 2nd: Hot office 8th: Hot product offer 15th: Hot product offer 22nd: Hot product offer 25th: Hot product offer 30th: Competition board Employee Benefits: 1st: Hot product offer 15th: Hot product offer 22nd: Hot product offer 25th: Hot product offer 30th: Hot product offer	Competition: THOMAS COOK Employee Discounts: 1st: Holiday office 2nd: Hot office 10th: Hot product offer 15th: Hot product offer 20th: Hot product offer 25th: Hot product offer 30th: Competition board Employee Benefits: 1st: Hot product offer 15th: Hot product offer 20th: Hot product offer 25th: Hot product offer 30th: Hot product offer
05 MAY	06 JUNE	07 JULY	08 AUGUST
Competition: TRAVEL Employee Discounts: 1st: Holiday office 2nd: Hot office 8th: Hot product offer 15th: Travel 22nd: Travel package 25th: Hot office stay 30th: Competition board Employee Benefits: 1st: Travel package 15th: Travel package 20th: Travel package 25th: Travel package 30th: Travel package	Competition: HOUSE OF FRAXER Employee Discounts: 1st: Holiday office 2nd: Hot office 10th: Hot product offer 15th: Travel 21st: Travel package 26th: Hot product offer 30th: Competition board Employee Benefits: 1st: Hot product offer 15th: Hot product offer 21st: Hot product offer 26th: Hot product offer 30th: Hot product offer	Competition: GIFT CARD PROMOTION Employee Discounts: 1st: Holiday office 2nd: Hot office 10th: Hot product offer 15th: Travel 24th: Hot product offer 30th: Competition board Employee Benefits: 1st: Hot product offer 15th: Hot product offer 24th: Hot product offer 30th: Hot product offer	Competition: FILM Employee Discounts: 1st: Holiday office 2nd: Hot office 8th: Hot product offer 15th: Travel 25th: Hot product offer 30th: Competition board Employee Benefits: 1st: Hot product offer 15th: Hot product offer 25th: Hot product offer 30th: Hot product offer
09 SEPTEMBER	10 OCTOBER	11 NOVEMBER	12 DECEMBER
Competition: RETROPICT Employee Discounts: 4th: Holiday office 6th: Hot office 11th: Hot product offer 15th: Travel 18th: Hot office 20th: Travel 25th: Hot product offer 30th: Competition board Employee Benefits: 1st: Hot product offer 15th: Hot product offer 20th: Hot product offer 25th: Hot product offer 30th: Hot product offer	Competition: HALLMARK Employee Discounts: 2nd: Holiday office 4th: Hot office 8th: Hot product offer 15th: Travel 23rd: Hot product offer 30th: Competition board Employee Benefits: 1st: Hot product offer 15th: Hot product offer 23rd: Hot product offer 30th: Hot product offer	Competition: CHRISTMAS Employee Discounts: 1st: Holiday office 2nd: Hot office 20th: Hot product offer 25th: Hot product offer 30th: Competition board Employee Benefits: 1st: Hot product offer 15th: Hot product offer 20th: Hot product offer 25th: Hot product offer 30th: Hot product offer	Competition: FILM Employee Discounts: 4th: Holiday office 6th: Hot office 11th: Travel 15th: Hot product offer 18th: Hot product offer 20th: Hot product offer 25th: Competition board Employee Benefits: 1st: Hot product offer 15th: Hot product offer 20th: Hot product offer 25th: Hot product offer 30th: Hot product offer

Whilst employees want benefits they'll use and love, finding ways to effectively convey information about the plan can be a challenge, particularly in Keyrus's environment where employees are far from consistent. A 12-month communication plan ensures that the scheme is kept front-of-mind 24/7/365.

THE OUTCOMES

The implementation of the new benefits platform was completed in early December 2018 – in time for Keyrus staff to enjoy a huge range of savings on their Christmas shopping!

The take-up on the platform has also been particularly impressive when it comes to Gym memberships – with employee take-up exceeding 20%!

This has shown that a focus on physical wellbeing is something employees' value, so giving them the opportunity to gain a gym membership which may have been financially out of reach to them has certainly been a popular and engaging benefit.

WORKING WITH SODEXO

We will always go the extra mile when it comes to exceeding our clients' expectations; but don't just take our word for it!



Sodexo became part of Keyrus UK's benefits revamp. I wanted to implement the lifestyle benefits platform in time for Christmas 2018 so colleagues could enjoy discounts for Christmas shopping. The team at Sodexo were very helpful in making this happen.

The hub for the most part is easy to use, and it is very helpful to have links to our pension provider and private medical website via the benefits section.

[Our Account Manager] Mairead was great – well-informed, flexible, always willing to help and to come up with a solution.



- Nikki Richards, HR Manager, Keyrus

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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