



Industry:  
**Electrical  
Distribution**

Number of employees:  
**3,017**

Number of locations:  
**250+**

Platform features:  
**Employee  
recognition,  
employee  
communications**

# Electrical distributor increases engagement with recognition offering by introducing new social wall and innovative launch strategy

## The challenge

Rexel, an electrical distributor organisation with 250 branches throughout the UK, was faced with low engagement on its current recognition program due to a lack of awareness.

Feedback sessions with employees reinforced the fact that very few people in the organisation understood or knew about the recognition offering. It also uncovered the need to unite several different banners within Rexel under one cohesive brand identity.

Rexel knew that it needed to refresh its offering to be more accessible and visible to employees, particularly to managers who were not using the platform.

Adding to the challenge, the private nature of the recognition platform meant that no one could see or react to moments of recognition.

## The approach

To combat this lack of awareness and engagement, Rexel re-launched its platform with a fresh brand and added a recognition social wall to encourage interaction and get employees more involved.

For a special boost of awareness, the platform re-launched on Valentine's Day, and every single employee received a tailored, branded

eCard to announce the launch and explain how they could send their own eCards or manager-led awards.



## The results

In just over a month and a half since the relaunch, the results are impressive, with 67% of employees now engaged with the platform and more than 800 eCards sent among the organisation.



**Sukhdip Bhachu** received  
“**Join Forces For Success**” eCard  
from **Amanda Young**



Thank you so very much for your help yesterday. Couldn't have got through our busiest day without you. Really appreciated Kind regards Amanda

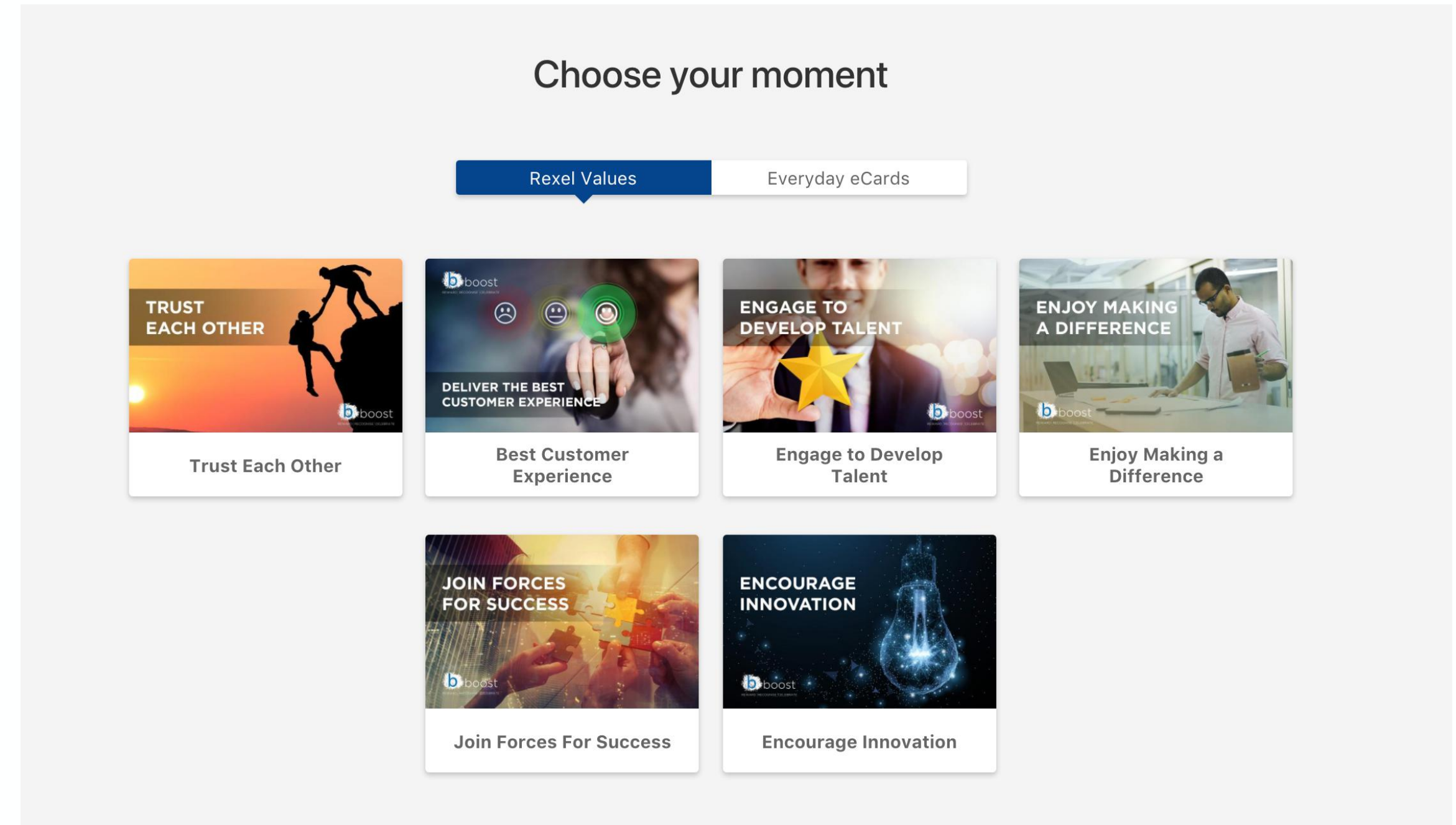


React 2 Comment

Cieran Kelly and 2 others reacted

**67%**  
employees engaged with platform  
a month and a half post-launch

**800+**  
eCards sent



Employees can choose between Rexel Values eCards and everyday eCards, each one tailored and branded to be in line with Rexel voice and brand.