



How Charles Tyrwhitt's culture of continuous recognition has seen employees spend over £100,000 in Rewards in just one year

Through their Reward Gateway platform and creatively branded eCards, Charles Tyrwhitt have become one of the UK's Best 100 Large Companies To Work For.

Industry: Retail
Number of employees: 1,100
Number of locations: 40+
Products: Reward & Recognition, Employee Discounts, Employee Communications, Cycle to Work, SmartTech™



£103,000 spent by employees in Rewards in one year



4,800 awards sent to employees in one year



£21,000 saved through employee discounts in one year



82% active users on the platform



Cycle to Work saved employees **£3,300** and the organisation **£1,400** in annual National Insurance contributions



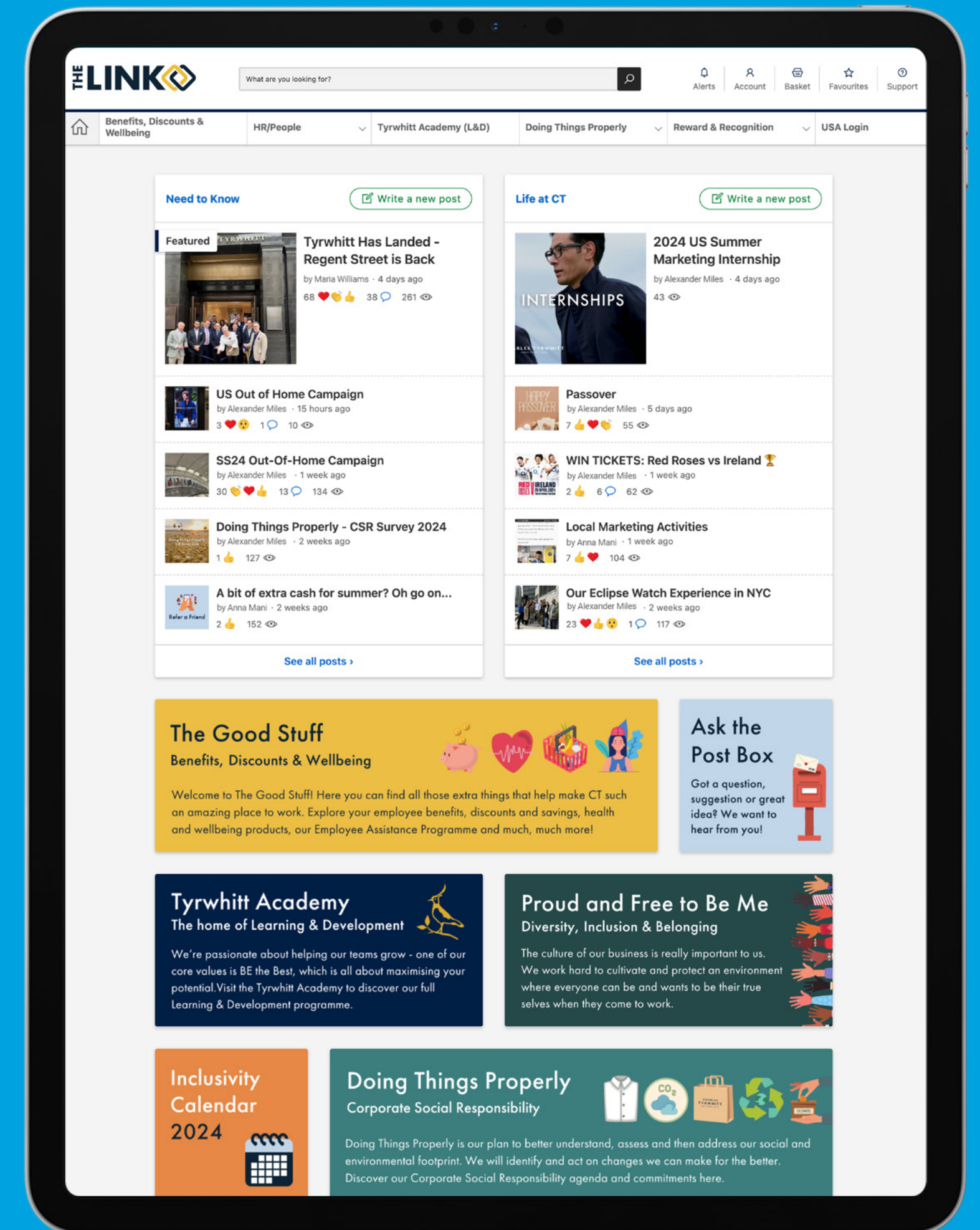
£6,000 of employee purchases covered through SmartTech™ in one year

What they needed

As a rapidly growing business with a global presence, Charles Tyrwhitt has a disparate workforce, with offices in the UK and US, a UK-based Contact Centre, a Distribution Centre and stores across the US, UK and France. With the vast majority of its team made up of frontline staff, often working very varied shifts, employee engagement was a challenge for the retailer who wanted to make Charles Tyrwhitt a destination brand for top talent in the retail sector.

Faced with the retail industry challenge of having a heavily part-time workforce, who are often customer facing all day, and a workforce demographic which ranges in age from 18 to 70, Charles Tyrwhitt has had to be creative and innovative to make its recognition and communication strategy work. The HR team, as such, knew they had to develop an inventive and cost-effective way to show staff that they are appreciated and valued, in a way that matters to them.

CHARLES TYRWHITT
 JERMYN STREET LONDON

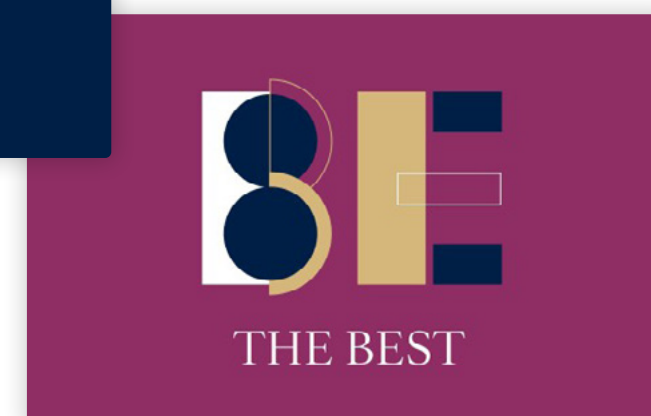
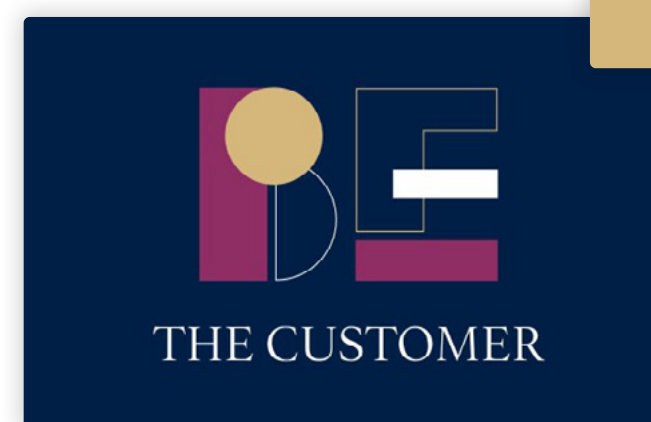


How we helped

With the goal of moving the needle on employee engagement, the HR team at Charles Tyrwhitt worked with Reward Gateway to put several initiatives in place that could all be accessed through a centralised portal. This took the form of The Link, Charles Tyrwhitt's one-stop-shop for employee discounts, wellbeing resources and communications, a platform designed with ease of use and accessibility in mind. Alongside these benefits and tools, the team also created a unique Reward & Recognition programme that would appeal to the entire workforce, regardless of location, age or job.

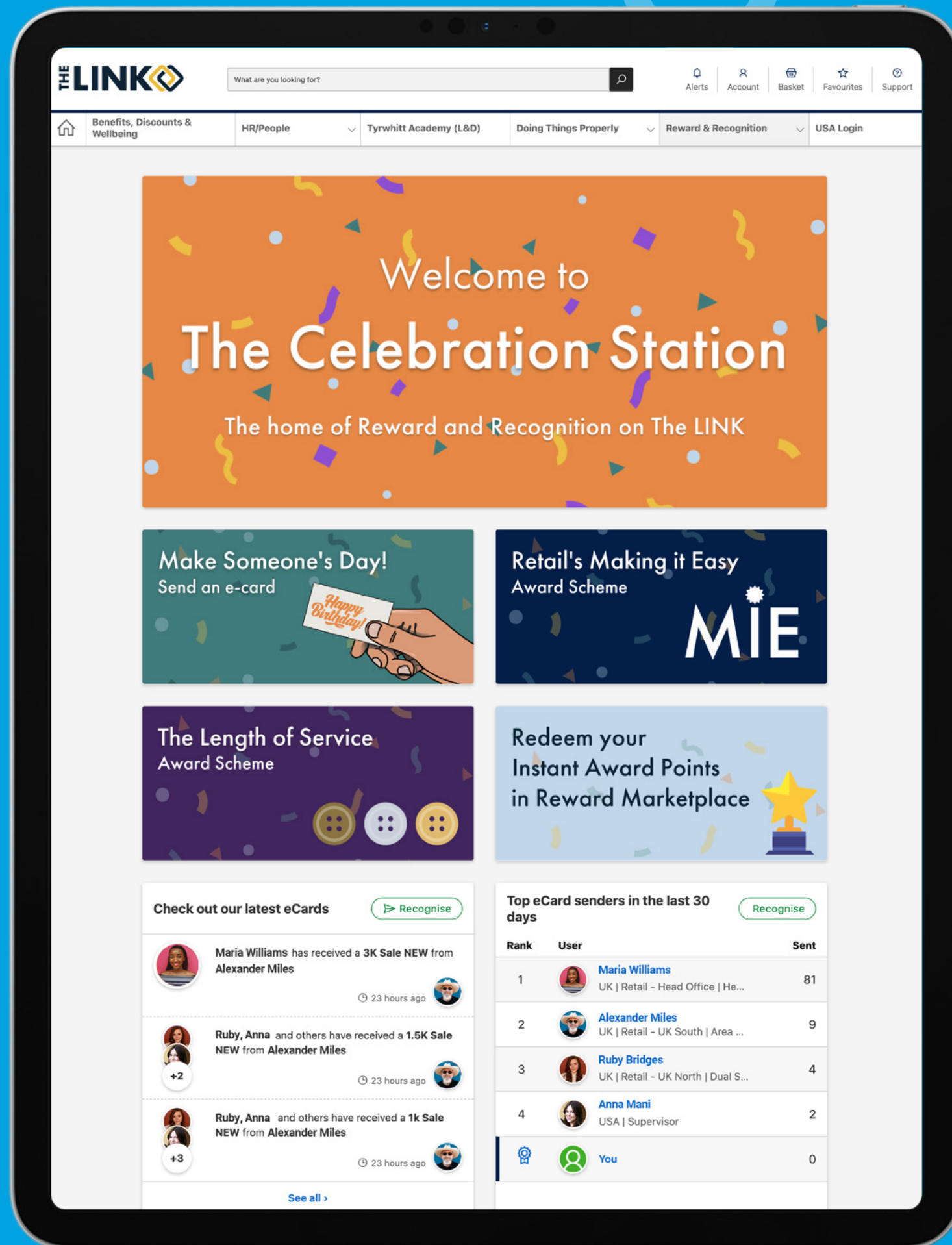
The organisation reinvigorated its brand values as "BEliefs," referred to internally as the "3BEs", with a set of BEhaviours listed underneath each of the BEs on the platform:

- **BE the Boss**
- **BE the Customer**
- **BE the Best**



Named "The Celebration Station", the company's Reward & Recognition programme hooked into the company's existing communications tools, all a part of the Reward Gateway offerings. The Celebration Station hosts a dozen of branded eCards that correspond to the 3BEs, and awards for going above and beyond such as the "Customer Star of the Month" or the "Store of the Month." Alongside these personalised eCards from leadership, the business launched its "Making it Easy" awards, which are given to retail employees when they reach a certain level of transaction (a £1k, £2k or £3k sale). These awards contain points that can be spent on The Link, and are visible for all employees to see, allowing everyone at Charles Tyrwhitt to comment on their colleagues' success.

The HR team has also stepped up its communication with employees through The Link, making it the place to go for business news and updates, as well as policies and vacancies. In addition, they launched regular blog posts that discuss relevant wellbeing topics, such as Mental Health Awareness in May or Cancer Awareness in June. This communication often signposts their colleagues to the various resources available in their Wellbeing Centre, acting as an extra pair of hands for the HR team when they can't be there in person.



Rank	User	Sent
1	Maria Williams UK Retail - Head Office He...	81
2	Alexander Miles UK Retail - UK South Area ...	9
3	Ruby Bridges UK Retail - UK North Dual S...	4
4	Anna Mani USA Supervisor	2
	You	0

What they achieved

Since launching The Link and the “3BEs”, Charles Tyrwhitt has woven their employee benefits into the fabric of the business, from recruitment through to appraisals and talent review. The refresh, coupled with the innovative recognition programmes through Reward Gateway, has been a success, with employee engagement rising every year since, having previously been stagnant for some time.

When it comes to recognition, so far, employees have sent over 6,500 eCards, with £100,000 redeemed in Rewards over the last 12 months. Employee discounts have also helped Charles Tyrwhitt’s employees to save on everything from weekly groceries to Christmas presents and summer holidays, spending over £350,000 through the platform and saving £21,000 in just one year.

With 82% of The Link users remaining active on the platform, the HR team are able to reach a huge audience through their communications and further highlight the wellbeing initiatives available to their people. The team is measuring their journey with company feedback, including participating in regular employee engagement surveys, with a big focus on open and honest communication.

At the same time, the introduction of SmartTech™ has allowed the organisation to support its people in the purchase of technology. In just one year the company helped its people make almost £6,000 of SmartTech™ purchases, providing a safety net to employees looking

to purchase the latest tech or replace broken down appliances. An impressive Cycle to Work uptake has also seen employees save £3,300 and the company save £1,400 in National Insurance contributions over a 12 month period.

As a result of The Link’s success, alongside its other efforts, Charles Tyrwhitt was recognised by Best Companies as one of the UK’s Best 100 Large Companies to Work For in 2023 and was given a coveted two-star status, signalling outstanding levels of employee engagement.

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With employees all around the world, having one place for everything has been absolutely crucial for us creating a positive and consistent employee experience. Our leaders want to recognise their colleagues, so it’s brilliant to be able to message and recognise them on-the-go, from wherever they are.

HR Director at Charles Tyrwhitt



Interested in achieving similar results for your business?

Reward Gateway delivers a one-stop-shop for employee benefits, discounts, reward and recognition, employee wellbeing and employee communication tools.

[Book a demo today](#)

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