

Building Your EVP and Employer Brand Through a Unified Platform

How Freightways Australia brings three sister companies together with communications, recognition and reward, benefits and wellbeing





Industry:
Logistics



Number of employees:
800+



Platform features:
Employee communications,
employee reward and
recognition, employee
benefits, employee
wellbeing, employee surveys

About the company

Freightways Group operates multiple logistics and freight management companies across Australia and New Zealand that provide four core business services: express packaging, business mail, information management and secure destruction. Eight hundred of its 3,500 employees are based in Australia, where three sister companies, TIMG, Shred-X and Med-X, operate under the Freightways brand. These three companies provide distinct services - from information management and cloud storage, to secure destruction of paper, textile and electronic waste, to hygiene management and medical waste disposal.

Freightways



The challenge:

The distinct nature of the services provided across TIMG, Shred-X and Med-X mean employees' work environments, locations and skills differ greatly across the companies. The three companies are led by two different General Managers who have their own individual approaches to employee communication.

When Helene Prat, Head of People and Culture at Freightways Australia, was tasked to develop one of the first shared functions to support all three companies, she saw an opportunity to evolve her team's focus from predominantly transactional HR tasks to building strategic programs that focussed on uniting the disparate companies, strengthening culture, driving employee engagement and using technology to add value to each business.



“Like many HR teams, time was mostly taken up by administrative work,” Helene said, **“I knew introducing technology like Reward Gateway’s would not only help us drive employee engagement, it would give our team time to focus on other initiatives to help drive business success.”**

Helene had a number of different people programs she wanted to introduce across all three businesses and knew her first challenge was ensuring both the leaders and employees understood and were on board with the initiatives. But because

each business used different channels and platforms to communicate, there was no consistency about how and when employees would access group-wide or company-specific information.

Email was not a reliable option as many employees were behind a wheel for most of their work day or didn't have access to a company email address. The People and Culture team often found themselves repeating processes in order to get the same message out across all three businesses.

Without one 'source of truth,' it was also difficult to clearly communicate each company's offering and establish a strong Employee Value Proposition (EVP). There was no consistent way to find thorough information about existing employee benefits, and employees didn't have centralised access to platforms that supported ongoing

learning or reward and recognition.

Having used Reward Gateway's employee engagement platform at a previous organisation, Helene knew that creating a single hub that all employees could access from any device would help support her goals of improving company-wide communication and strengthening culture.

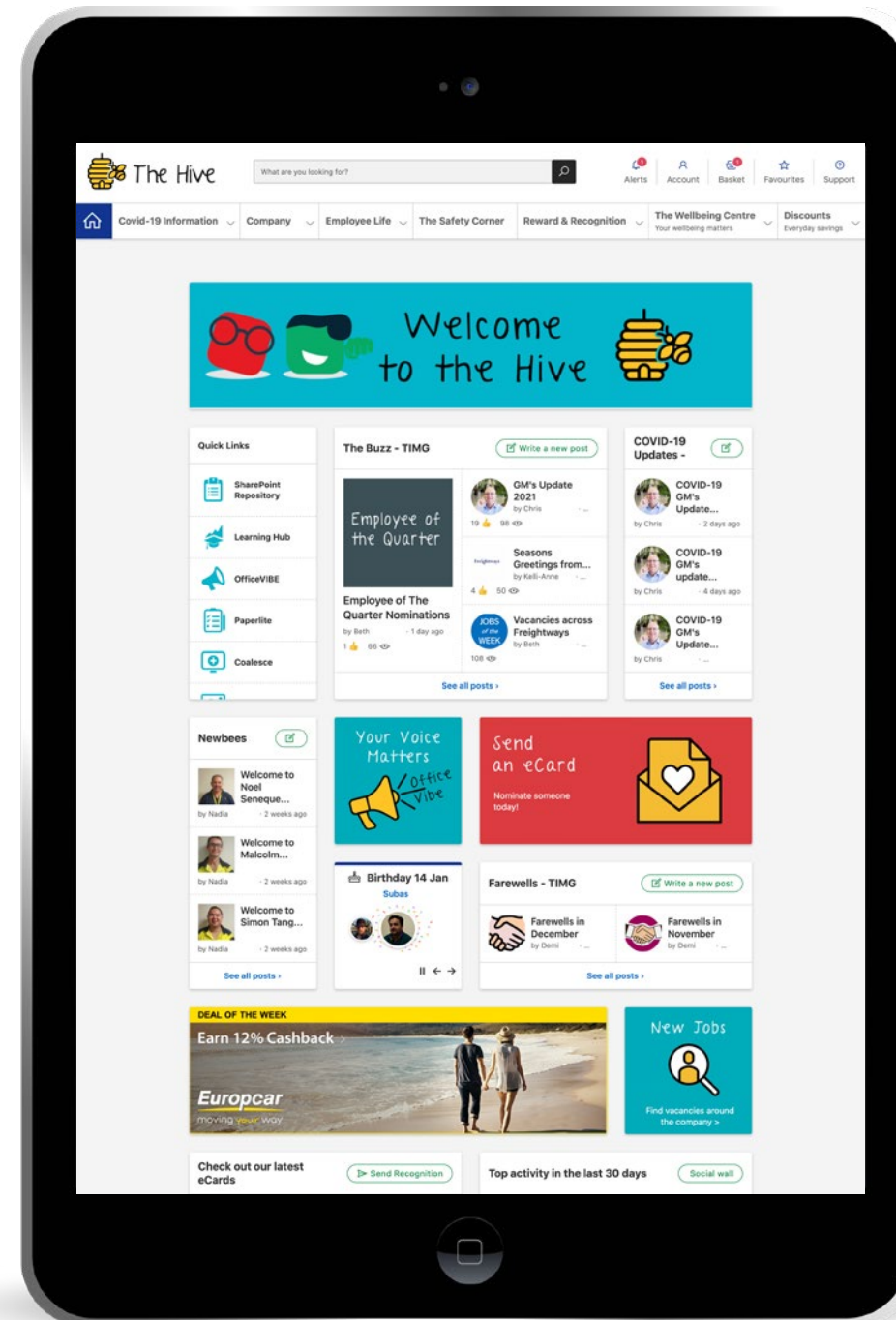


Challenges:

- Leaders wanted to unite dispersed teams who were working for multiple companies under one umbrella brand
- Inconsistent or lack of access to company emails as employees were often on the road and at multiple locations
- Lack of awareness and unclear communication of employee benefits and other aspects of its EVP

The approach:

Helene knew that strengthening the communication, recognition and benefits that Freightways Australia provided its employees would help each company's goal of attracting and retaining existing talent. She partnered with Reward Gateway to design a bespoke hub that would host employee-related communications in one place, as well as information about different people, policies and employee benefits.



“I have saved nearly \$600 on shopping since using my discount vouchers over the last eight months. I can't go past a Woolworths shop without logging into my SmartSpending™ app and buying a voucher, with three hungry boys to feed, any kind of saving helps.”

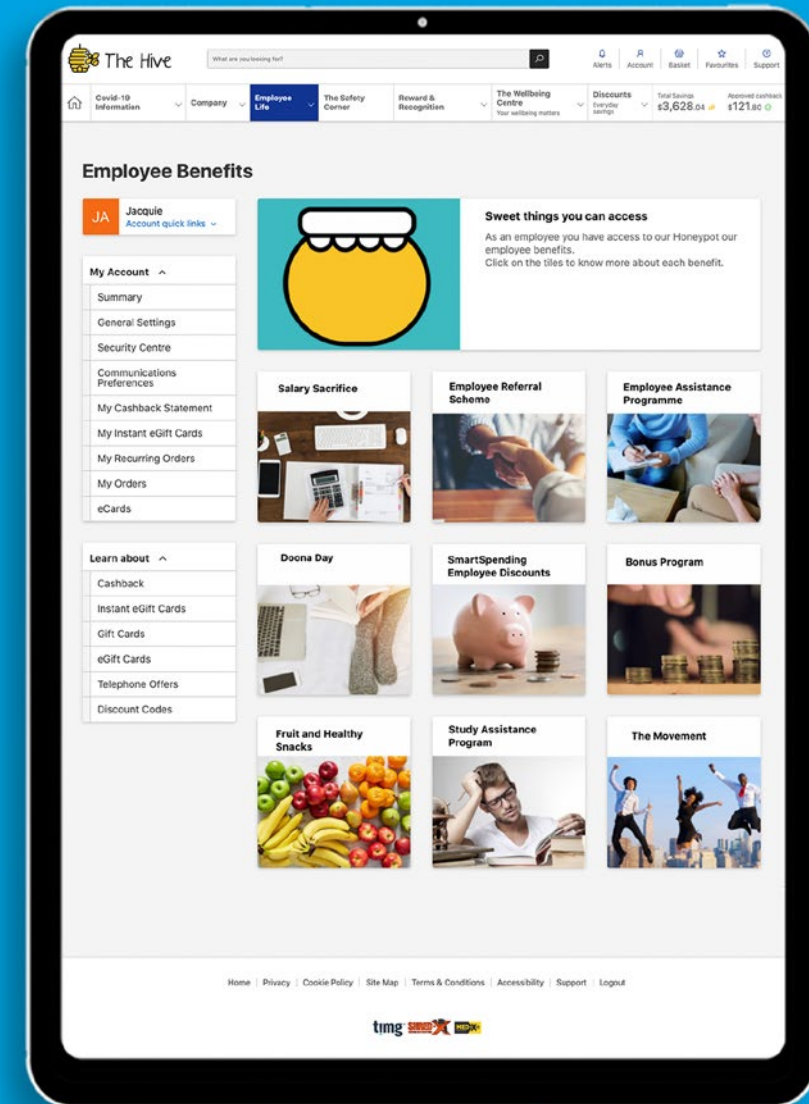
- Nadia Roberts,
Talent Acquisition Specialist

A single hub would become an important part in developing and communicating its EVP by providing employees and their families access to exclusive benefits and resources that support their financial, mental and physical wellbeing. To improve cross-company connections, the hub also houses a unified reward and recognition program.

One of the unique benefits of Reward Gateway's technology is that it allows the team to design and build one hub that unifies the three companies under a cohesive brand. It contains the common information that all three companies needed, while offering the flexibility to segment specific pages or blog posts so that employees only see what is relevant to their role or team.

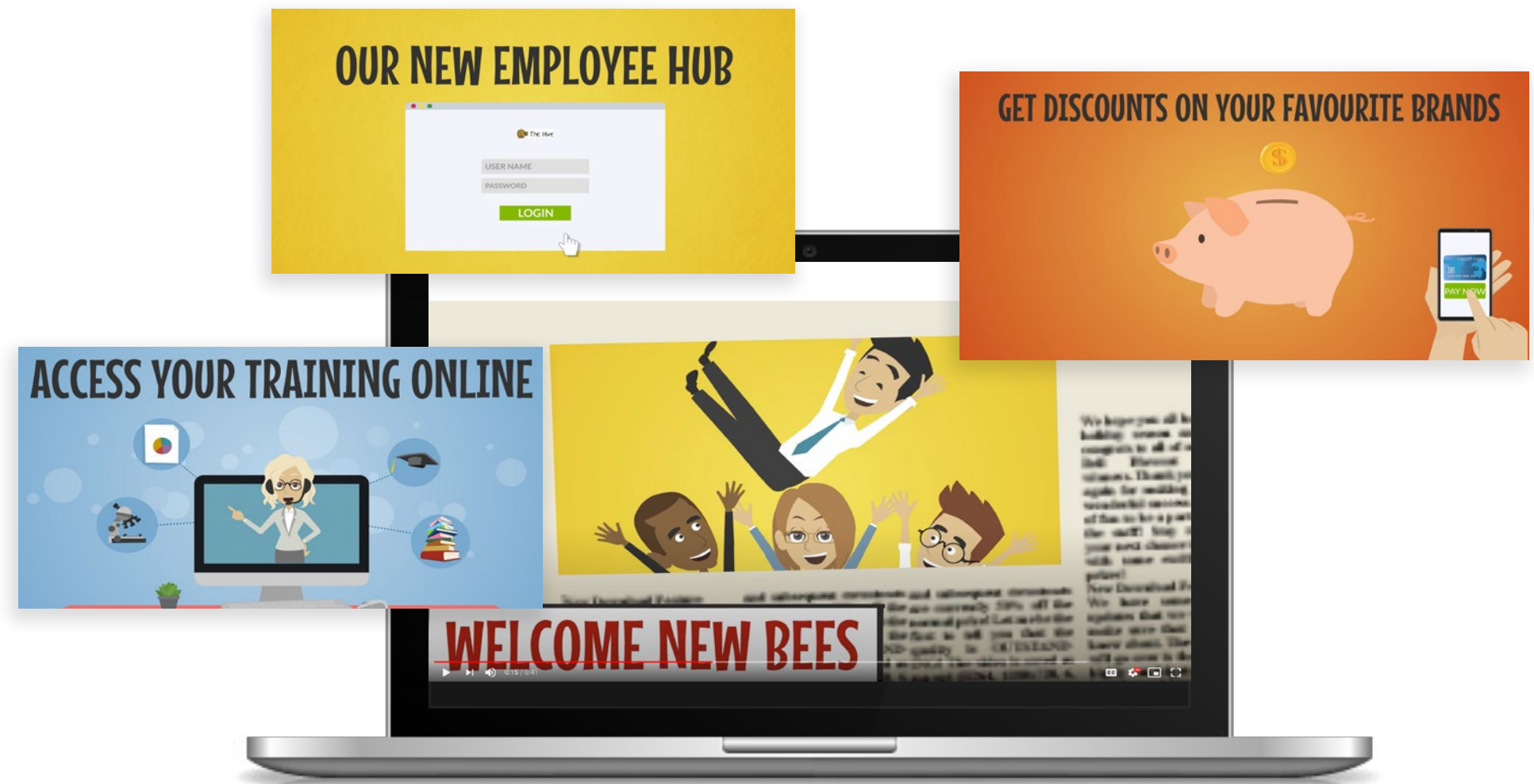


The People and Culture Team reached out to different areas of the business to help come up with a name and logo for the new hub. In the end they chose 'The Hive' as it reflected the nature of the business, which involves the majority of employees working 'on the go' and leaving to visit work sites, and returning 'home.'



In order to get things up and running as quickly as possible, the People and Culture Team prioritised launching employee communications and benefits on The Hive first. To get everyone excited about the new platform, the team conducted road shows where they showed employees how to log in and use the different parts of The Hive. This was core to a number of different launch initiatives, including:

- A shorter ‘teaser’ video to build excitement and understanding for ‘The Honey Pot,’ which was the benefits section of the hub.
- Distributing locally-sourced honey pots for each employee to reinforce the platform brand and get people excited.
- A video exploring the strategy behind the creation of The Hive and how employees could use the exciting new hub.



The team used a variety of different launch initiatives to build excitement for The Hive.

A few months after launching The Hive, the People Team launched its company-wide R&R program on the same platform as a way to show employees appreciation and encourage connection as everyone was working hard during a challenging time. Because they were unable to travel to different offices, the People Team published videos to promote the program and explain how to access and use it. To encourage people to log in, they ran a competition offering a box of donuts to the site in each of the three businesses who sent the most eCards.



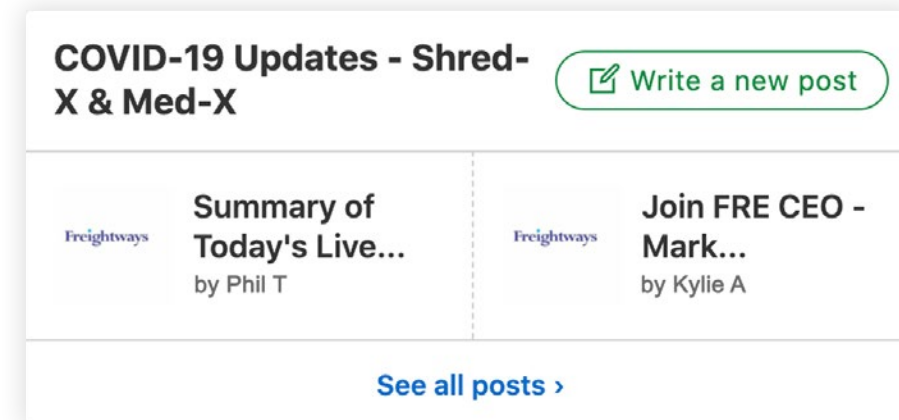
“I find the Hive extremely user-friendly, it helps us stay in the know with the updated weekly communication and I believe our engagement has increased through this platform”

- Peter Torpy, WA Branch Manager



Maintaining morale and mateship through COVID-19

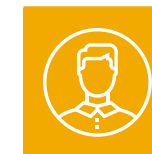
When the COVID-19 pandemic began affecting the workload for all three companies, connecting employees while maintaining a high level of motivation and client satisfaction became a critical priority for the People Team.



They used The Hive to quickly communicate changes to business operations, update employees on health and safety policies, and provide information about opportunities for learning and development or temporary work in different areas of the business.

Reward Gateway provided support to launch a COVID-19 information hub on The Hive so that employees could turn to one accurate place for information and avoid being overwhelmed by external news or unreliable sources.

The TIMG General Manager published blog posts to keep employees up to date each week, and the People Team supported these by publishing positive announcements from around the business, spotlighting exercise videos, recipes and articles available on The Hive's Wellbeing Centre, linking employees to Honey Pot, and inviting employees to provide feedback through regular pulse surveys and polls.



“I love using The Hive for different purposes, like all the updated information about the business, it also enables me to stay connected with co-workers who I don't work with on a daily basis”

- Lora Ristevska, Receptionist

The COVID-19 hub helped keep employees up to date on company-specific needs, and acted as a source of positivity throughout the pandemic with morale-boosting announcements and wellbeing articles.

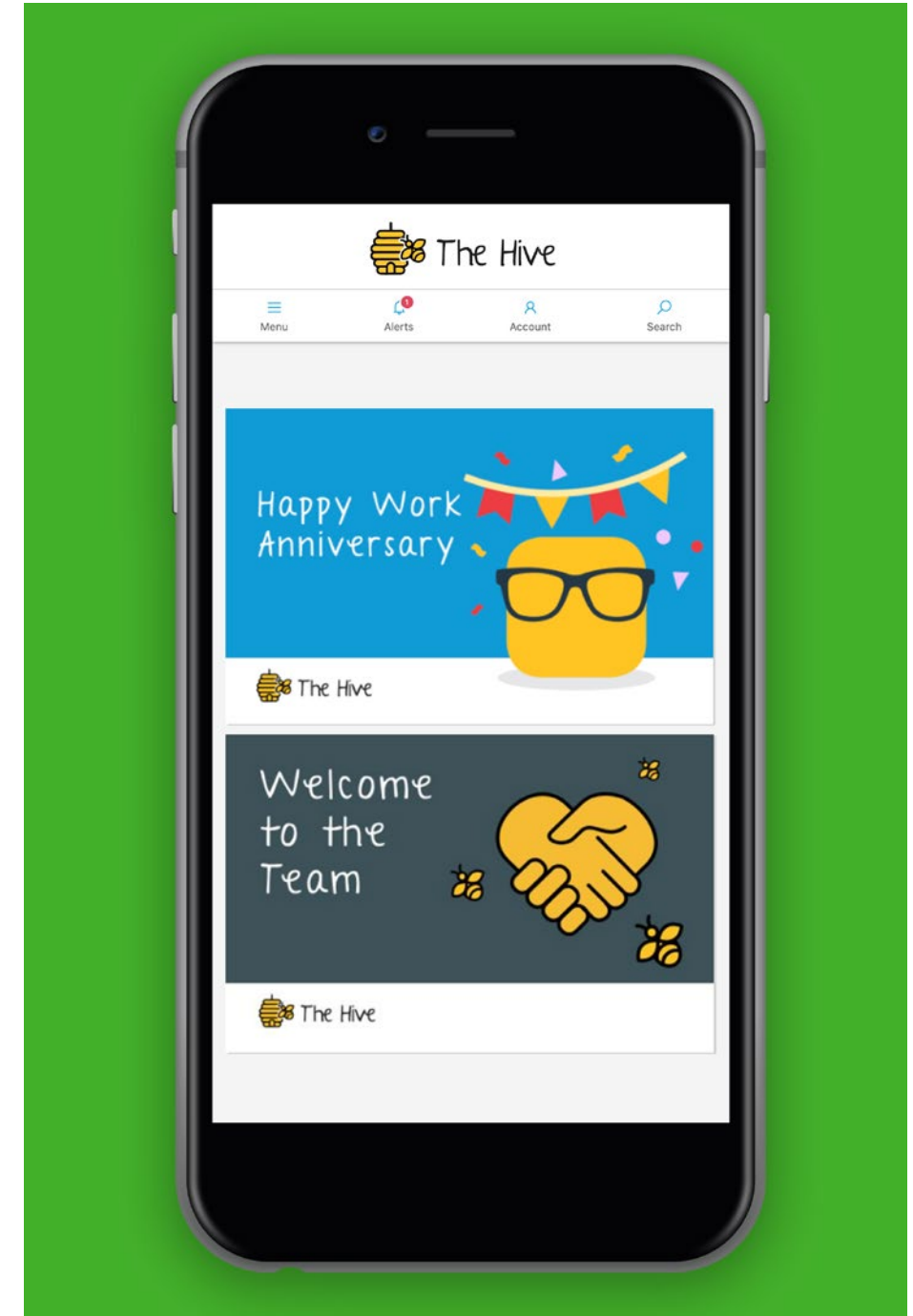
The screenshot shows the 'The Hive' website's COVID-19 Hub. At the top, there's a search bar and navigation icons for Alerts, Account, Basket, Favourites, and Support. A main navigation bar includes 'Covid-19 Information', 'Company', 'Employee Life', 'The Safety Corner', 'Reward & Recognition', 'The Wellbeing Centre', and 'Discounts'. The main content area is titled 'Covid-19 Hub' and features a video player with the title 'How has WHO responded to COVID-19'. To the right, there's a 'COVID-19 Updates - Shred-X & Med-X' section with a 'Write a new post' button and a 'Focus on staying healthy' callout box. Below this is a 'Quick Links' section with two items: 'Why outbreaks like coronavirus spread exponentially, and how to "flatten the curve"' and 'COVID-19 (Coronavirus) and the Australian border'. At the bottom, there's an 'AU Government Advice' section with a feed icon, a video player titled 'What can people do to protect themselves...', and a 'World Health Organization' social media post about a media briefing on COVID-19. A 'Feeling worried?' callout box is also present, offering support from the EAP programme.

The results:

An impressive 85% of employees logged into The Hive within the first week of launching – a result that exceeded the People and Culture Team’s expectations since most employees were working remotely and some employees were resistant to using new technology.

Within two months, TIMG, Shred-X and Med-X employees sent over 1,200 eCards through The Hive. When the volume started to grow, the quality of recognition messages improved as more employees embraced the platform while working remotely.

The team has since introduced peer-to-peer and manager awards, giving employees and leaders the ability to attach monetary reward to their recognition moments and really shine the spotlight on employees who are going above and beyond.



Within the first year, employees sent over 2,300 eCards and issued almost \$3,000 worth of rewards through The Hive. Employees have also spent over \$300,000 in the Honey Pot.

The platform has helped create a sense of connection and unity across the companies, while providing leaders a unique way to communicate relevant information and recognise achievements across disparate groups. It has created a 'buzz' for Freightways employees and established a strong foundation for the People and Culture team to build on and strengthen culture and support.



Having The Hive has really made a difference — it has been quicker and easier for us to reach our teams, and we could communicate a lot of information without our people feeling overloaded with a lot of corporate emails. Pairing this with reward and recognition, and seeing our people use the Wellbeing Centre means our goals to support our people, keep them informed, and share the love are all well on track.”



Helene Prat,
Head of People and Culture,
Freightways Australia

85%
of active users

2.3K
eCards sent

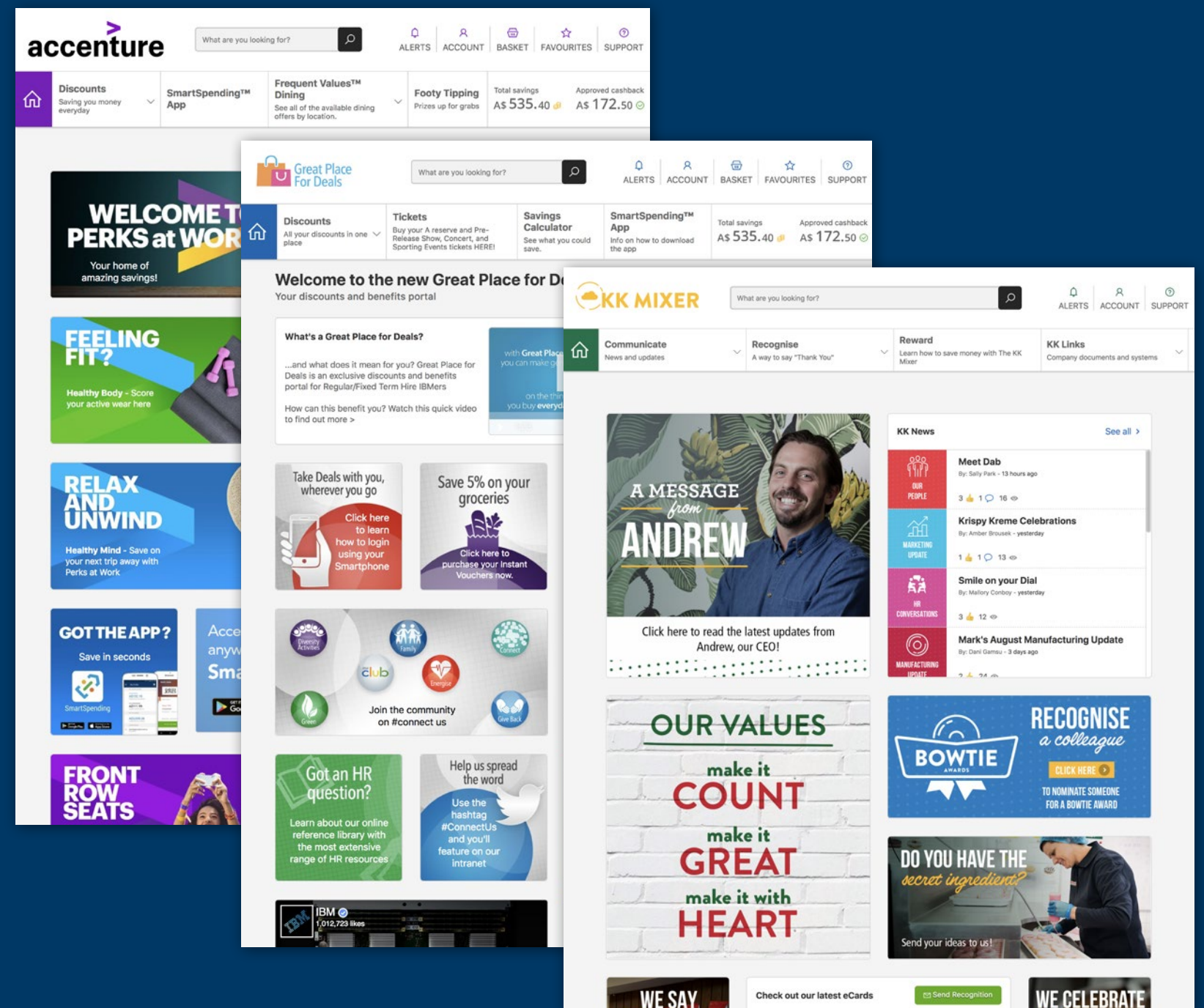
\$300k+
spend on benefits platform

Interested in your own employee engagement solution?

Reward Gateway delivers the only platform that centralises employee benefits, discounts, reward and recognition, employee wellbeing and employee communication tools all in one place.

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