

Client Launch Spotlight

Laminex[®]

Manufacturing | 1,500 employees

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Our vision was to create an **all-encompassing space** where staff could find everything they needed and so far **the adoption rate has been fantastic.**

Starting life in a small tin shed in suburban Melbourne over 80 years ago, Laminex has since grown to become one of Australia's leading manufacturers of decorative laminates. The company employs 1,500 employees across the country, 500 of whom are working remotely, plus many more that are frontline workers with no access to a personal computer at work.

The challenge

There were two main drivers to finding a new platform:

- 1 The launch of a 'work from anywhere' strategy meant much of the Laminex workforce transitioned to a permanent, full-time remote arrangement. With workers still on the front line, the company wanted a digital platform to keep every connected with an optimal end-to-end employee experience.
- 2 Feedback through employee engagement surveys indicated people wanted new ways to recognise each other across the business. Laminex needed an avenue to showcase a wide range of attractive rewards and benefits.

Industry: Manufacturing

Number of employees: 1,500

Platform features: Employee reward and recognition, employee communications.

Making it happen

Internal communications is a big part of Laminex culture and results from engagement surveys and other employee feedback are frequent topics of conversation. It was time to create a central, digital home for all things related to employee experience – and to better communicate with people across the company.

Senior leadership wanted a platform that felt simple and easy to use. It couldn't be cumbersome on the back end as it needed to support continual refreshes and updates to the platform at any time.

Experience
By Laminex®

Just over a year after launch:



1,500+
eCards sent

Nearly 80%
of workforce either
sent or received
recognition



450+
awards issued,
nearly 75% redeemed



93%
activation
among users



Nearly \$20k saved
through the new benefits program

Focus on EVP as an employer of choice

Laminex's approach to EVP is about creating demand and driving loyalty and user adoption, but also ensuring a consistent and seamless experience. Technology was a key enabler for that, and the platform has quickly become central to the way it attracts and retains its best people.

Step one: Bring all of the last few years' initiatives under one roof, considering the employee lifecycle as a whole - starting with onboarding and virtual induction experiences right through to capability and learning and development opportunities.

Employees wanted a wide range of discounts and employee benefits. Laminex introduced a 'Wall of Fame' to inspire a stronger, more visible recognition culture that all teams could buy into. The platform is also a great way to share announcements and reminders, providing a more efficient way for the HR team to communicate key messages throughout the year.



Wall of Fame [Recognise](#)

Marsha Johnson has received a "Happy Anniversary" card from **Otis Boykin**
14 hours ago

Lewis Latimer has received a "Be Bold" card from **Lin Lanying**
1 [comment](#) 14 hours ago

Anna Mani has received a "Superstar Performer!" card from **Charles Drew**
14 hours ago

[See all >](#)

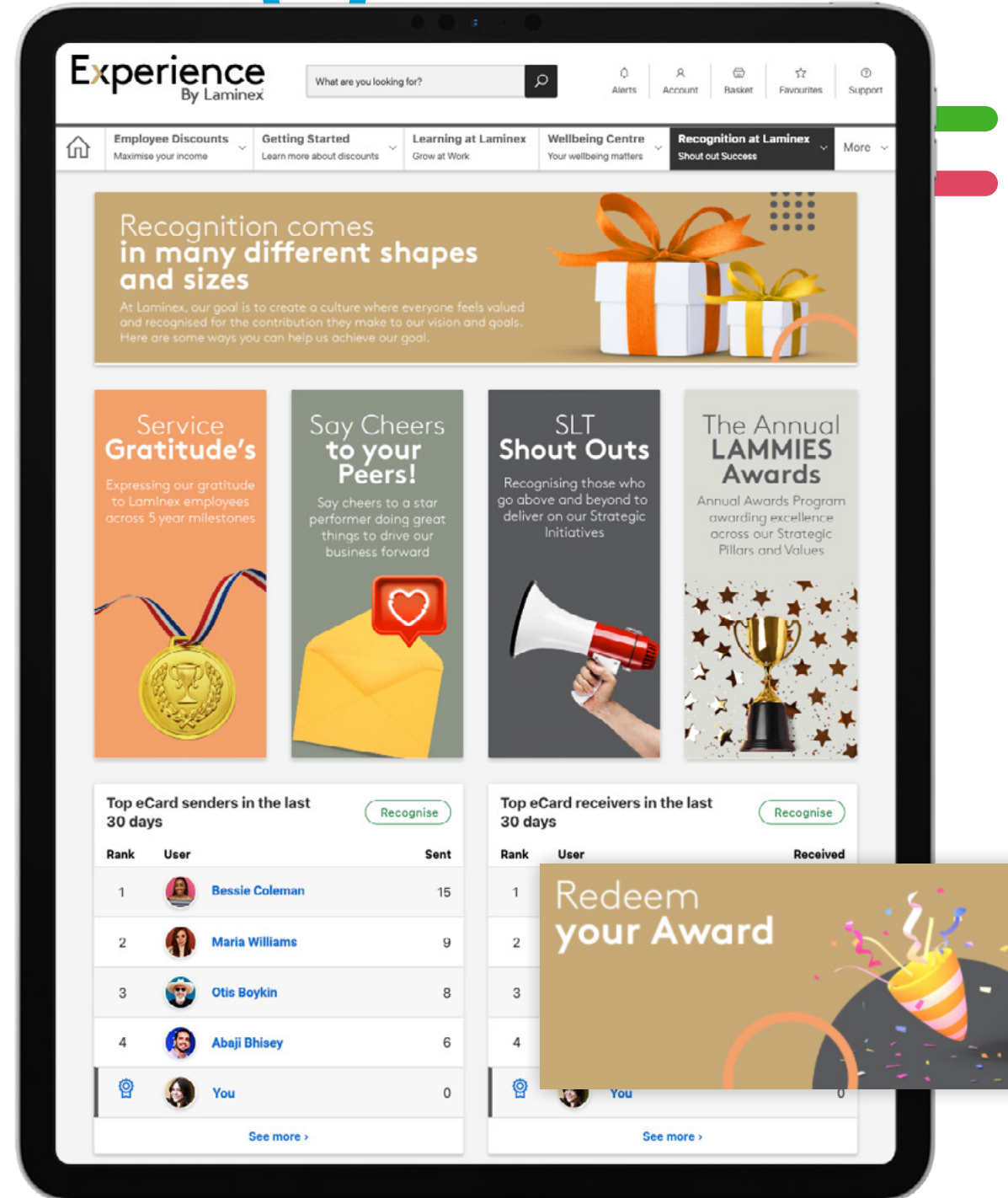


Success drivers

Laminex built an anticipation campaign before launch to grab people's interest and make them curious about what was in development.

For example, **'Service Gratitude'** is used to thank those who have been in the organisation for a long time. **'Cheers to Your Peers'** is all about peer-to-peer recognition and sharing appreciation for everyday heroes on the Wall of Fame. People now have an easy route to shout out what they love about each other and the great work they're doing.

This feeds into **'SLT Shoutouts,'** the company's monetary rewards program, which allows senior leaders to reward top performance and actions that uphold its cultural pillars. Best of all, all of this is housed on the platform and easy to access.



About Reward Gateway

Reward Gateway helps companies engage, motivate and retain people – every day, all over the world. Partnering with over 4,000 companies in 23 countries, we empower more than 8 million employees to connect, appreciate and support one another to make the world a better place to work. Our unified employee engagement hub provides the best of recognition, reward, surveys, benefits and discounts that support the overall wellbeing of our clients' employees, enriching their talent acquisition, retention and values-driven growth. Our clients include American Express, Unilever, Samsung, IBM, McDonald's and more.