

Improving Employee Engagement and Communication with an all-in-one Platform

How Krispy Kreme increased and centralised employee engagement



The challenge:

Krispy Kreme, a global retailer of premium-quality coffees and doughnuts, is world-renowned for its signature Original Glazed doughnut. But while the doughnut recipes were ironclad, there was one area where the organisation needed help: Its employee engagement.

Employee engagement for Krispy Kreme meant connecting with employees and communicating with them about all the benefits available that makes Krispy Kreme a great place to work.

Over the years, the company used a variety of media to communicate with its staff such as one-off emails from store managers, print magazines and the occasional break room poster. But with 860 employees in 21 locations and varied working hours, there was still lower usage than desired of the benefits the company invested in for their employees and important messages weren't reaching all employees. The company needed a consistent and scalable approach to employee communication that was aligned with its unique culture and company values.

“I knew we weren't reaching our employees, and I wanted a branded experience that would drive engagement and showcase how great of a company Krispy Kreme is to work for.”

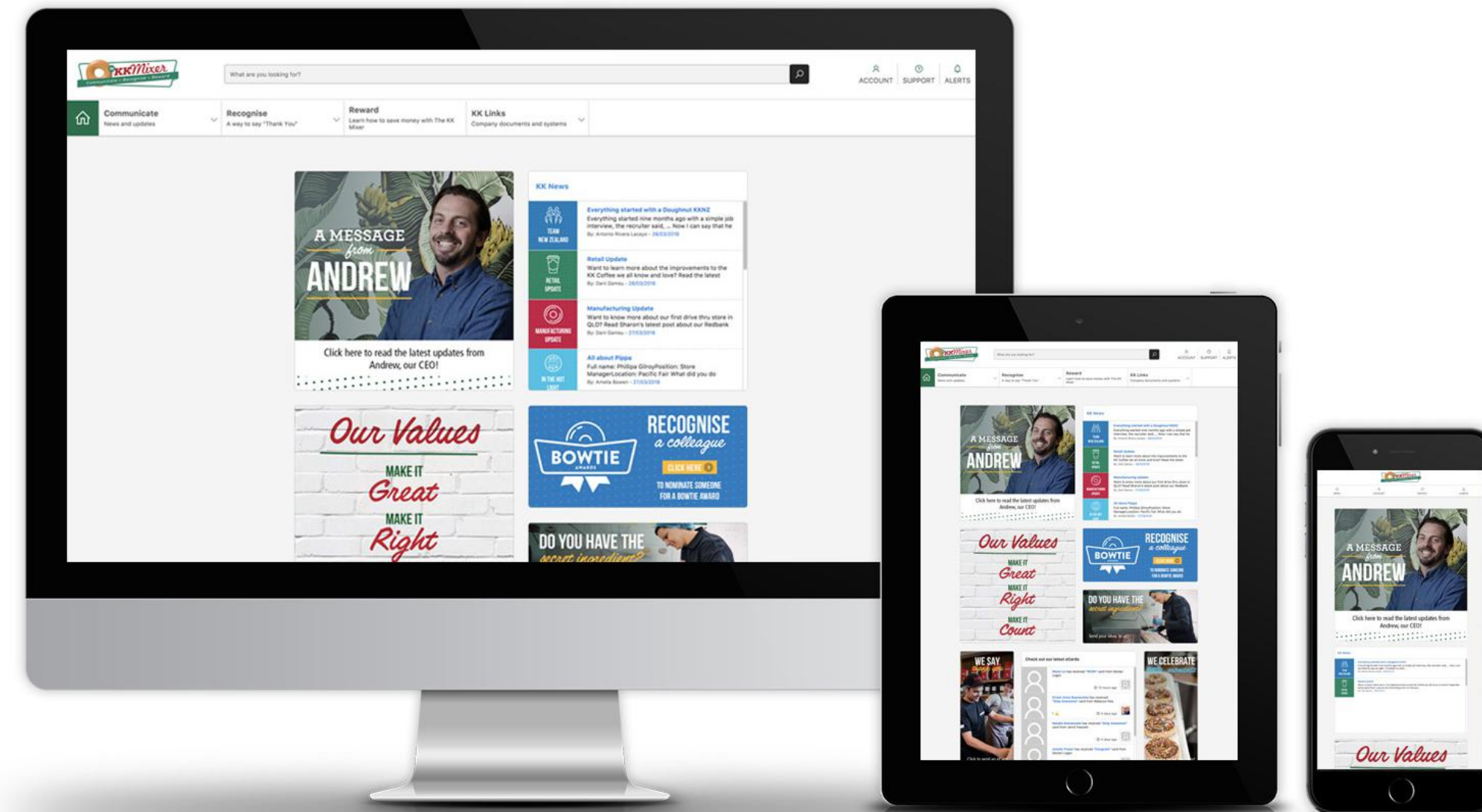
Sally Park

Krispy Kreme's Head of People

The approach:

Sally knew there had to be a better way to connect her employees to company updates and to its core values. Her goal was not just to increase the adoption of company communications, but to make the culture of recognition stronger and reinforce company values.

To achieve her goal Sally realised she needed to create a centralised place to showcase employee benefits, reward and recognition, company systems, onboarding and employee communications that employees wanted to visit and was easy for them to access.

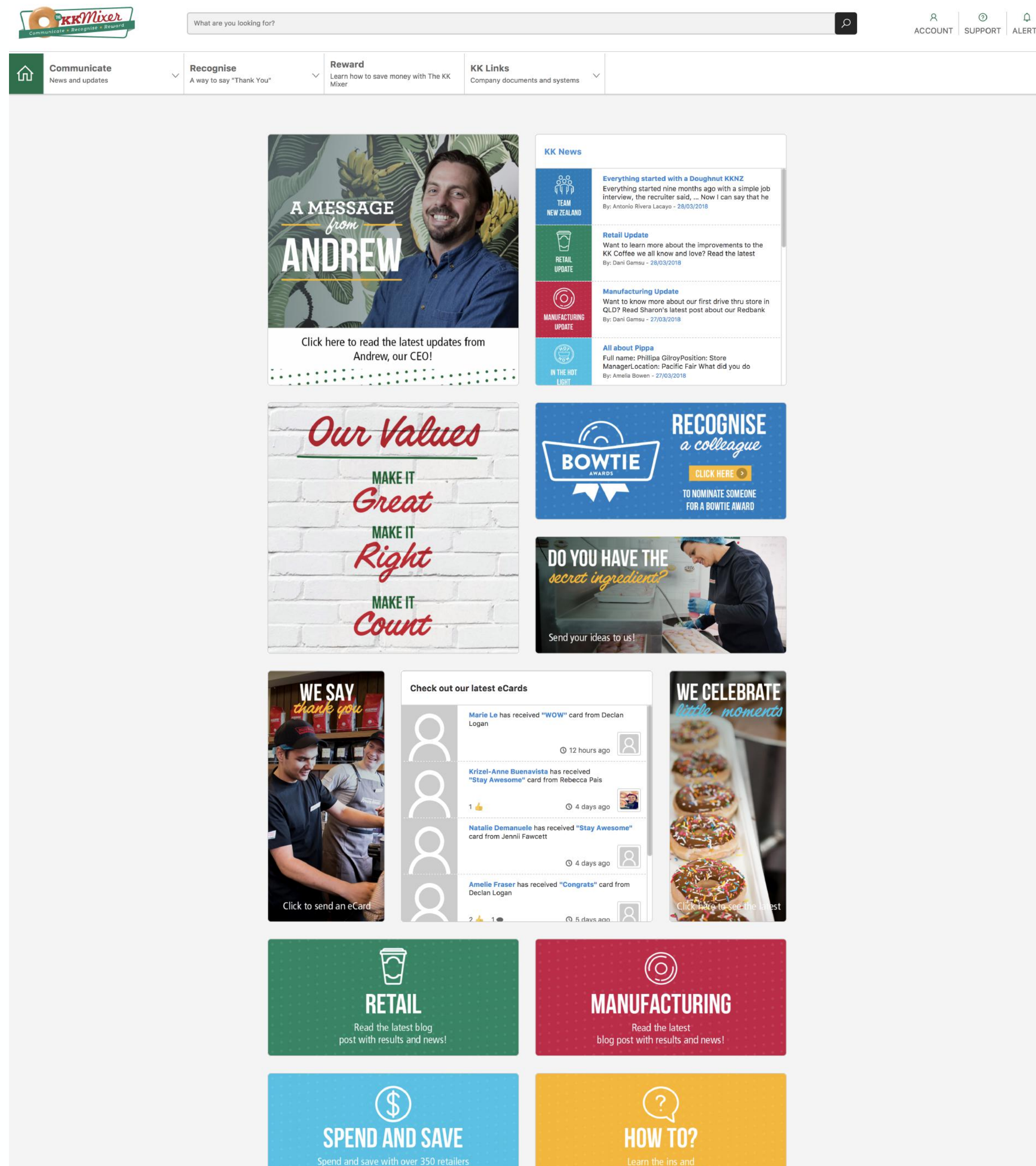


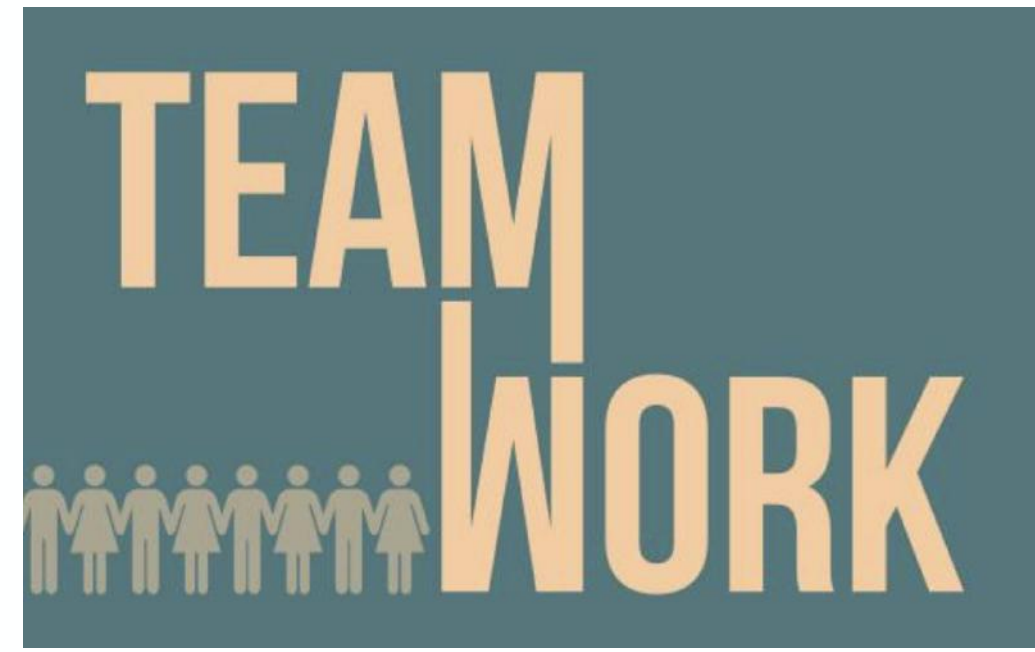
The new [Krispy Kreme hub](#) is easy to use on all devices

To help, Sally turned to Reward Gateway to take advantage of its centralised employee engagement platform, SmartHub®, as well as the reward and recognition, communications, shopping benefits, and consulting services.

Krispy Kreme uses the platform to keep employees at the centre of the company, featuring peer-to-peer public recognition, timely updates from Krispy Kreme Australia’s CEO Andrew McGuigan, regular updates on people and company news and access to hundreds of discounts from well-known retailers that keep employees coming back to the hub on a continual basis. Krispy Kreme named the hub “The KK Mixer” and completely customised it to reflect its brand, make it compelling for users, and deliver the same high caliber experience as they do for customers.

4 | The approach





Krispy Kreme drives its values and culture of thanks through eCards.

The results:

The Krispy Kreme team now has visibility into how and when their employee communications are being read, and the ability to learn from their employees through direct feedback and data. Within the first seven months of deployment 73% of Krispy Kreme employees are registered on The KK Mixer.

“With the introduction of The KK Mixer, we’ve transitioned our HR communications to a branded, culture-driven platform that employees love engaging with,” Sally says.

“And as they’re engaging with the platform, they’re learning more. About the company, and about how they can make it a better place to work. We will continue to learn too while we continue to evolve The KK Mixer to meet the changing needs of our business.”

Sally and her team are pushing the boundaries in employee engagement, and using technology to amplify the investments they make in their most important asset, their people.



79%

of Krispy Kreme employees are registered on The KK Mixer



Improved

employee engagement with recognition and communications



7,500

eCards sent to date

Learn More

Krispy Kreme's engagement platform, The KK Mixer, is an example of a SmartHub®, a product by Reward Gateway, the global leaders in employee engagement.

Find out how you can [get started on your employee engagement journey today](#).

Reward Gateway helps make the world a happier place to work by delivering the only employee engagement platform with industry-leading employee benefits, reward and recognition, and communication tools all in one place.

SmartHub®

Featuring SmartSpending™

Reward Gateway delivers employee engagement solutions to more than 1,700 clients worldwide.

