

# How Checkatrade Reached 97% Engagement with its One-Stop-Shop Employee Engagement Platform

Leading online trade directory strengthens staff engagement and purpose through wellbeing, benefits, recognition and communications

 **RewardGateway**  
the employee engagement people



**Industry:**

Consumer goods & services

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**Number of employees:**

440

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**Platform features:**

Employee discounts, reward and recognition, employee communications, wellbeing, salary sacrifice (SmartTech™, Childcare Vouchers, Holiday Trading, Cycle to Work)

## About the company

Checkatrade is the UK's leading online trade directory, which constantly checks its members, removes any rogue trades and checks all reviews are real.

With offices in both Portsmouth and London, Checkatrade employs a workforce of over 440 staff across seven core departments, including sales, consumer marketing, customer service and a large-scale operational function.

**Checkatrade.com**

# The challenge:

Checkatrade first got in touch with Reward Gateway in 2015 to design and deliver a bespoke discounts platform that would boost engagement and provide creative ways to motivate staff beyond pay.

From that first conversation it quickly became clear that its HR and Reward teams were also lacking a central hub to store documents and policies, streamline internal communications and run company-wide people management initiatives. In fact, the sheer size and span of the workforce was making it difficult to establish a genuine sense of community that each of the 250+ employees (at the time) could buy into.

More recently, Checkatrade has also faced unprecedented challenges in the wake of COVID-19, none more critical than

safeguarding the health, wellbeing and performance of a largely remote workforce. This has accelerated the development of the platform even further as the HR team looks for new avenues to improve the employee experience, even in the face of extraordinary circumstances.

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**“From our initial call with Reward Gateway, we knew almost immediately it was going to be an ideal fit for us. Maximising employee wellbeing and engagement has always been a top priority for our business and having this all-in-one hub that houses discounts, internal comms, wellbeing resources and company policies has played a massive part in achieving that.”**

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**Maddie Roberts,**  
Reward & Recognition Lead,  
Checkatrade

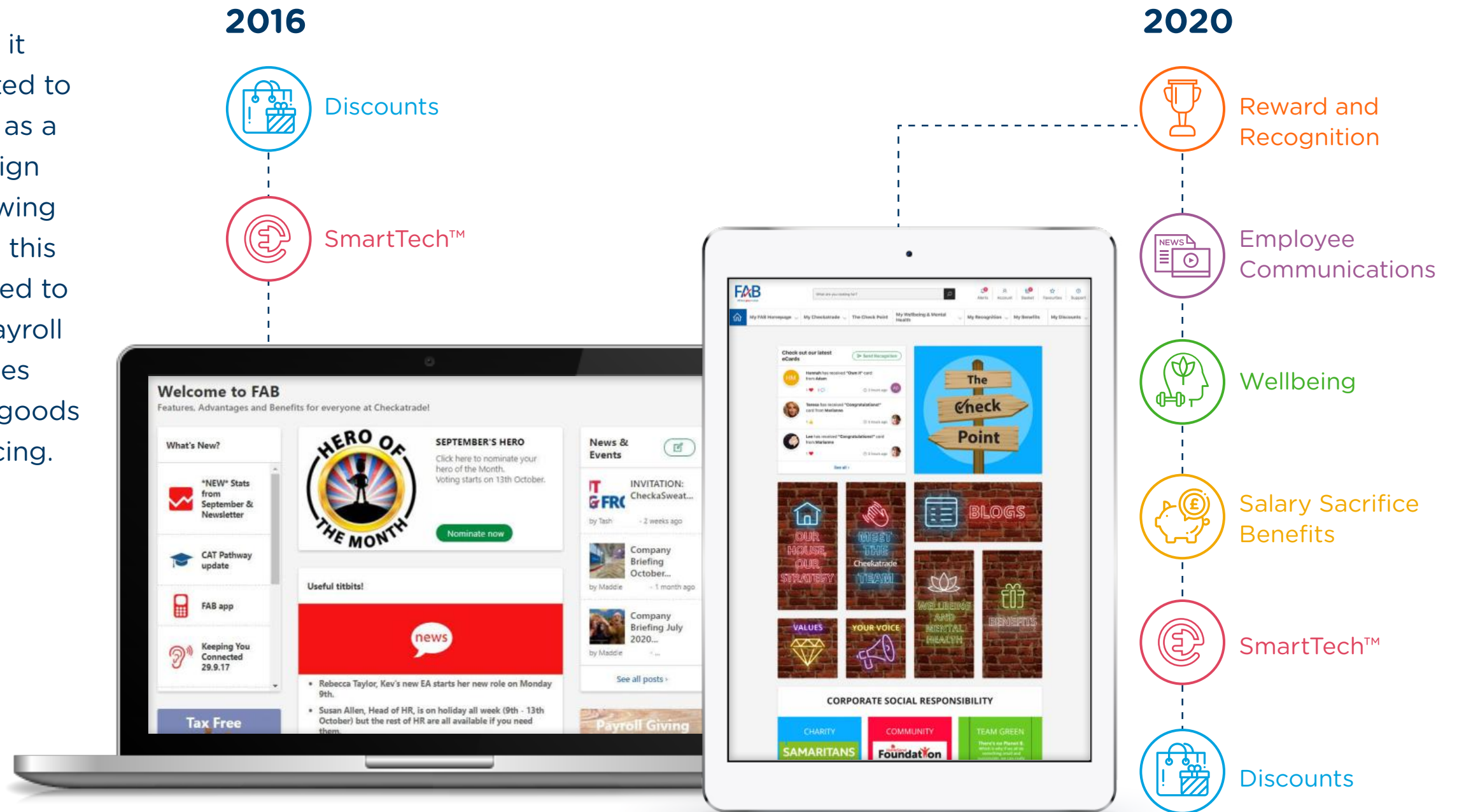
## **Challenges:**

- Motivating staff on a low budget
- Lack of internal awareness of important documents and policies
- Inconsistent internal communications strategy
- Decrease in employee wellbeing and performance due to COVID-19

# The approach:

Checktrade's HR team made it clear from the start they wanted to prioritise employee discounts as a way to incentivise people to sign up to the new platform. Following widespread engagement with this first initiative, they then decided to roll out SmartTech™ – a net payroll deduction that gives employees the chance to purchase whitegoods or technology with free financing.

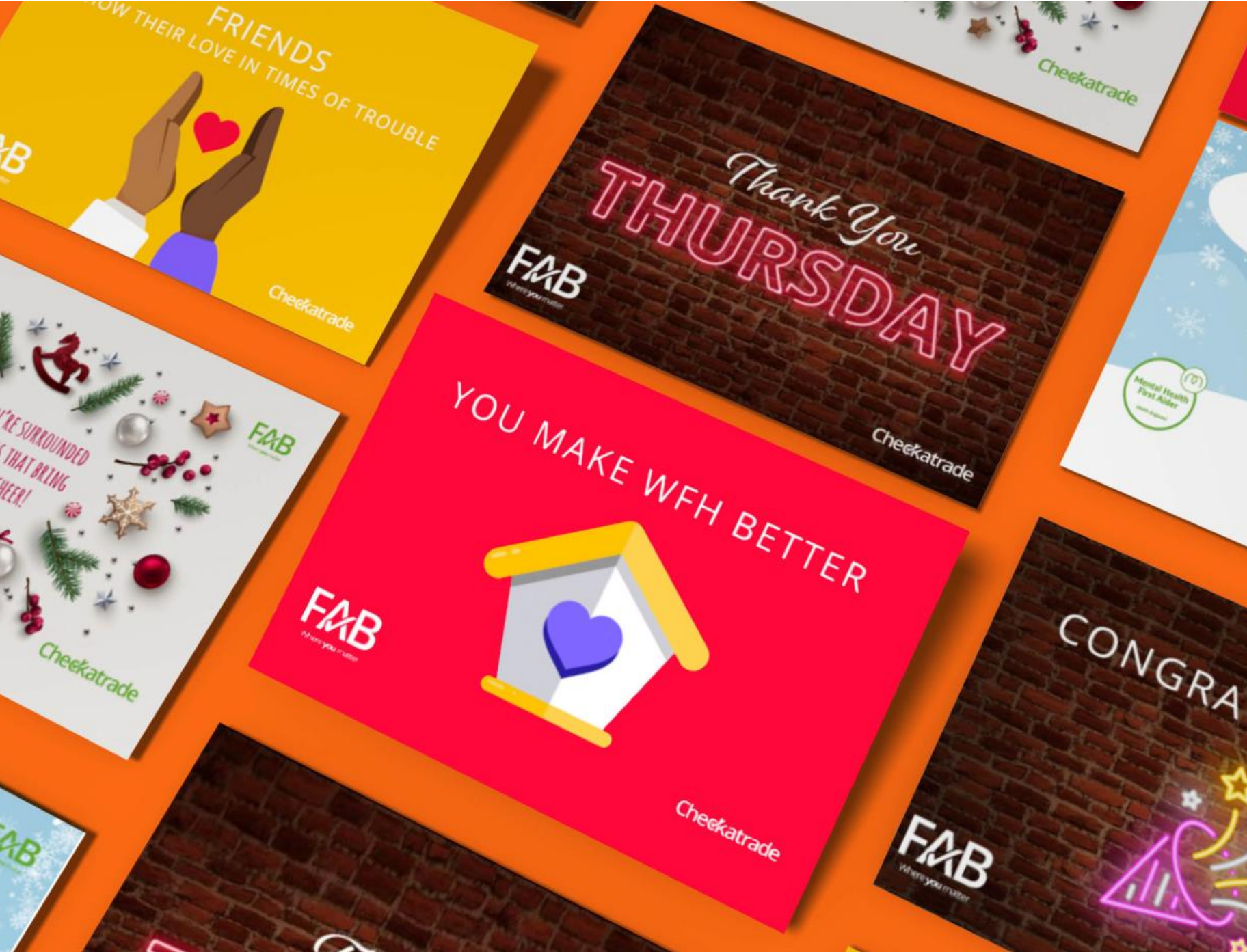
## The evolution of Checktrade platform 'FAB'



The platform, branded internally as 'FAB,' which stands for 'Features, Advantages and Benefits,' was soon established as the main place to store employee handbooks, user guides and policies, all part of an intuitive HR self-service function. The introduction of eCards also sparked a greater focus on peer-to-peer recognition and social interaction across different departments.



**The eCard system has been a real success,”** explains John Frith, Checktrade’s Chief People Officer. **“We tend to average around 700-800 recognitions sent between staff across all areas of the business every month. Employees can also use the cards to nominate each other for our quarterly Outstanding Achievement Awards – another popular initiative we now run through the platform.”**





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“One of the most valuable outcomes is being able to see a senior leader recognise the efforts of a junior employee directly through FAB. It’s created far more connectivity within our culture, to the point where people are now far more comfortable having a quick chat with the CEO or senior management. That breeds stronger engagement and purpose throughout the organisation.”

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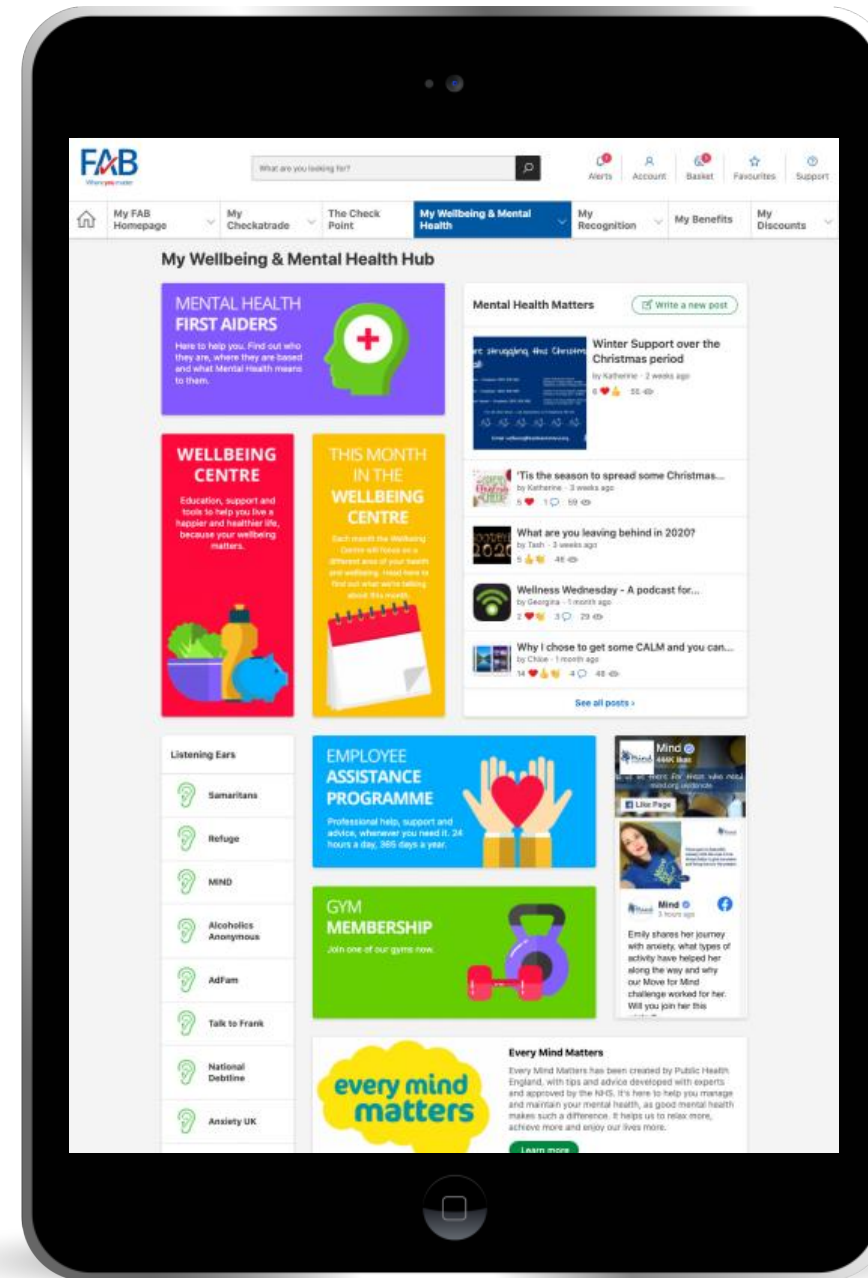
**John Frith,**  
Checkatrade's Chief  
People Officer

# Wellbeing support when it matters most

Checktrade's focus on mental health and psychological wellbeing is nothing new, though this year has forced the organisation to rethink their approach and find ways to support remote workers through the pressures of the pandemic.

Led by Maddie, the team has worked closely with Reward Gateway to develop a comprehensive wellbeing hub. This section includes useful blogs, informational guides and topics of discussion in which all employees are encouraged to share their stories and experiences with each other.

The focus on wellbeing continues through financial wellbeing salary sacrifice add-ons through Reward Gateway such as SmartTech™, Childcare Voucher scheme and Holiday Trading.



**We've seen quite a few people really open up on some of our articles," Maddie explains. "It's become a place where staff can share their feelings around COVID, discuss their experience of working remotely or talk through any other issues they've faced with their own mental health. Our CEO and senior leaders are very invested in this too and regularly signpost to the Wellbeing Centre as part of their company-wide comms."**

**The comprehensive Wellbeing Hub on FAB delivers blogs, informational guides and discussion topics for employees, as well as access to financial wellbeing benefits run through Reward Gateway.**

## Checking in at 'The Check Point'

In addition to the Wellbeing Hub, Checkatrade has also recently launched its monthly online employee newsletter called, 'The Check Point.' Hosted in a prominent position at the top of the FAB homepage, and managed by People Communications Manager, Tash Peddell, The Check Point is where staff can go for news and views when they want to use and peruse them. Featuring personal, professional and strategic updates from people, products and services, it's a one-stop internal communications shop used as a single point of truth.

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**“Beyond the blogs and vlogs in our wellbeing hub, our new monthly online newsletter ‘The Check Point’ has enabled us to experiment with sharing crucial business updates on the platform, rather than just sending them via email,”** Tash says. **“The engagement we’ve seen with these posts has been amazing, so much so that we’ve decided it’s our best route for key comms going forwards. You just don’t get that kind of proof of engagement with an email campaign.”**

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**Tash Peddell,**  
Checkatrade's People  
Communications Manager.

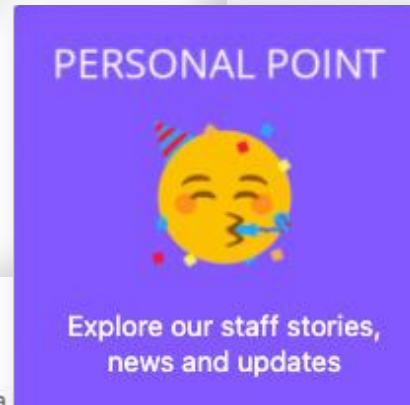


## Access All Areas - Consumer Marketing

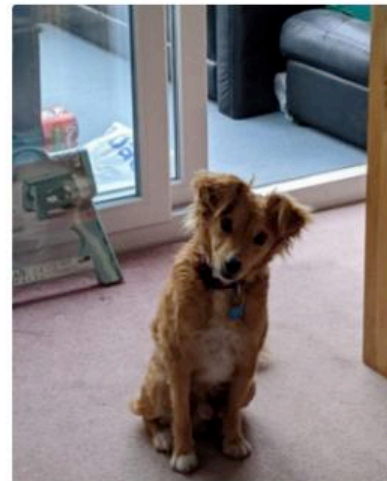


## Consumer Marketing

December 2020 - The Check Point - E



### Laura goes global with dog adoption



Laura has adopted a stray dog from Hungary. Since rehoming a pooch from across the pond, she says:

*“ he is very nervous and hard work, but the reward of seeing Danny come out of his shell a little more every day is massive.*

We hope Danny s  
doesn't give the  
much of a 'ruff' t  
**Checkatrade c**

Wish you were here? Our Chief People Officer John Fri  
on a beach in Corfu but stayed sustainably hydrated (fr  
an on brand (of course) reusable Checkatrade water bo  
snaps of Checkatrade on location with us at [checkpoint](#)



What are you looking for?

- Alerts
- Account
- Basket
- Favourites
- Support

- My FAB Homepage
- My Checkatrade
- The Check Point
- My Wellbeing & Mental Health
- My Recognition
- My Benefits
- My Discounts

## Access All Areas Point

All the latest news and information from all areas of Checkatrade



## ACCESS ALL AREAS POINT

Checkatrade

<b>SALES</b> 	<b>DIRECTORY PRODUCTION &amp; CROSS SALES</b> 	<b>FINANCE</b> 	<b>DATA &amp; INSIGHTS</b> 
<b>TRADE MARKETING</b> 	<b>CONSUMER MARKETING</b> 	<b>RETENTION</b> 	<b>PARTNERSHIPS</b> 
<b>TRANSFORMATION</b> 	<b>ENGINEERING</b> 	<b>MEMBERSHIP EXPERIENCE</b> 	<b>CUSTOMER SERVICE</b> 
<b>INFORMATION SECURITY &amp; GDPR</b> 	<b>IT SUPPORT</b> 		

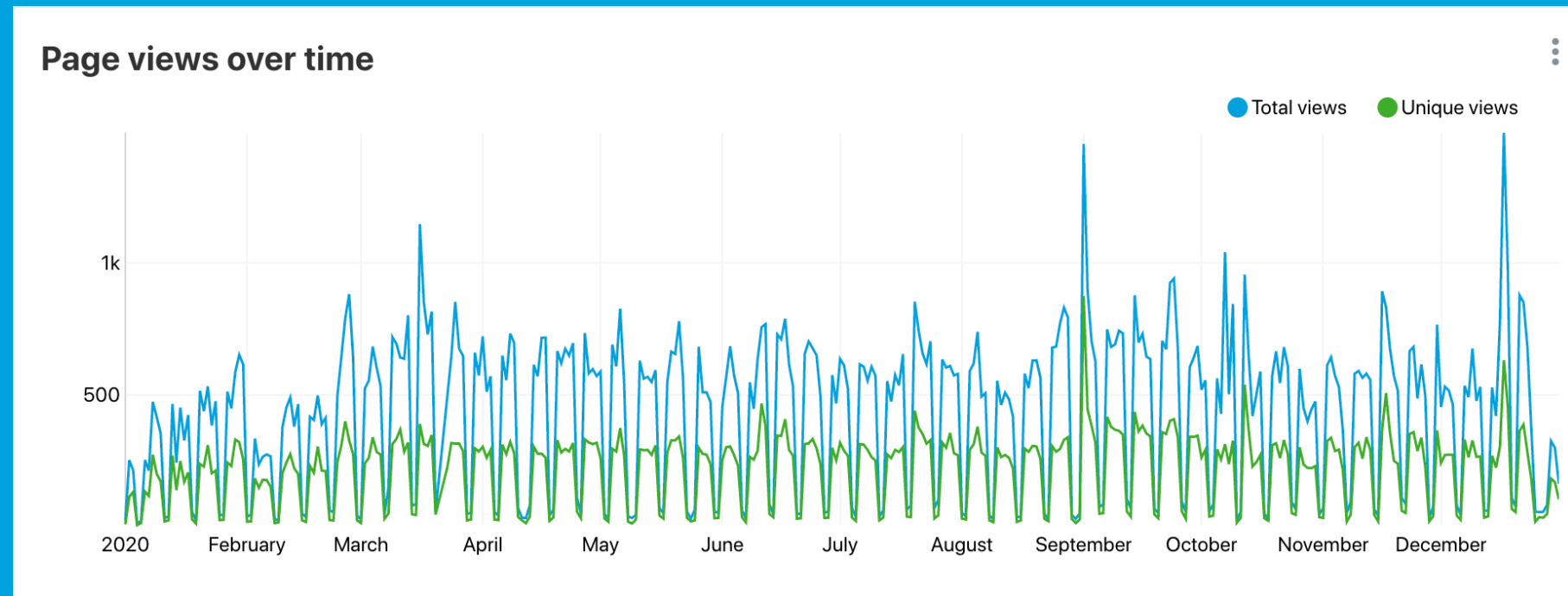
'The Check Point' digital newsletter hub engages every employee at Checkatrade with thorough communications from each team, with a mix of personal and strategic updates.

## The results:

Employee uptake and engagement with Checkatrade's FAB platform has been consistently high since it first launched in 2015. At last count, **97% of staff** were registered as active users, half of which log onto the platform five times or more each week.

As part of their ongoing efforts following the COVID-19 pandemic, the team have seen a **9000% surge** in staff engagement with content and comms through the platform - with over **20k views**, **2k post reactions** and **500 staff comments** in the last year.

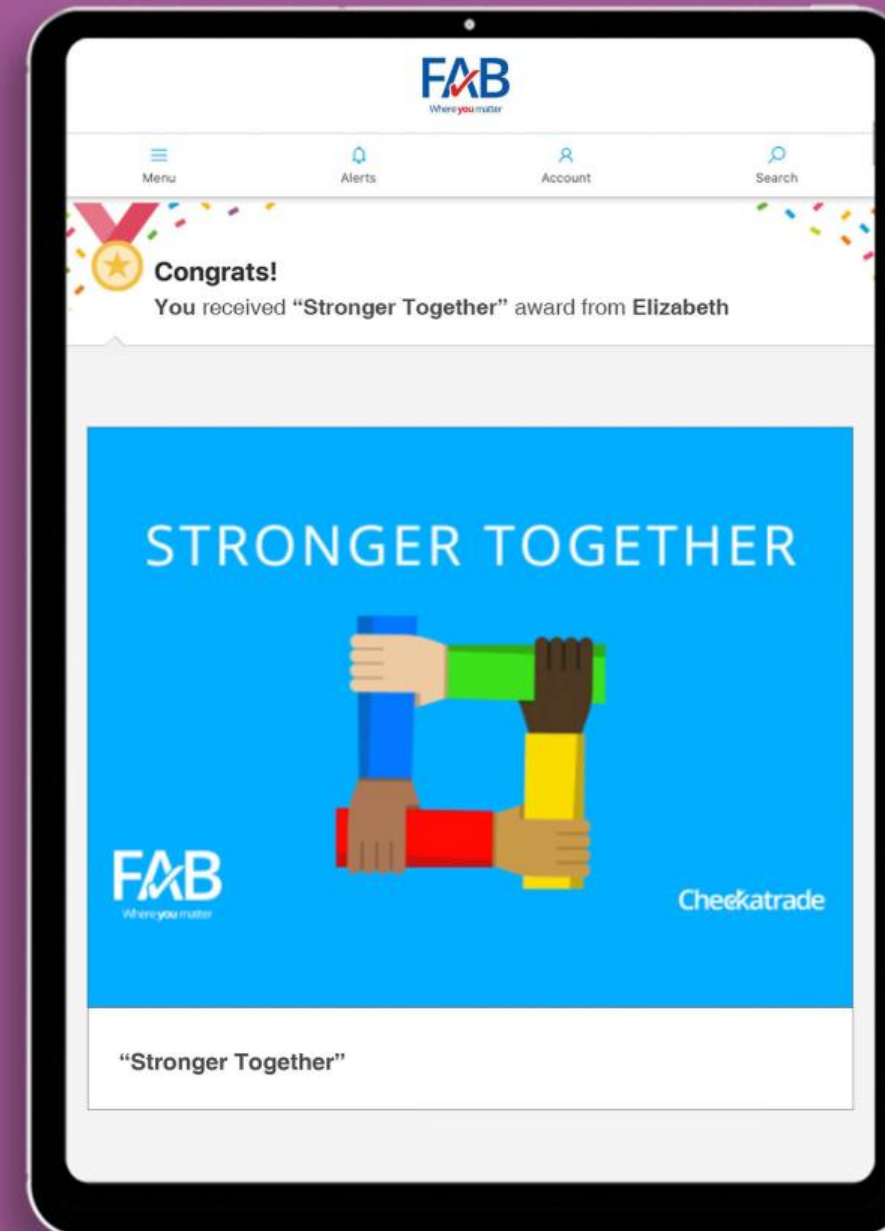
### 2020: Overall staff engagement with communications



Checkatrade has seen an incredible 9000% surge in staff engagement with content, particularly through the COVID-19 pandemic.

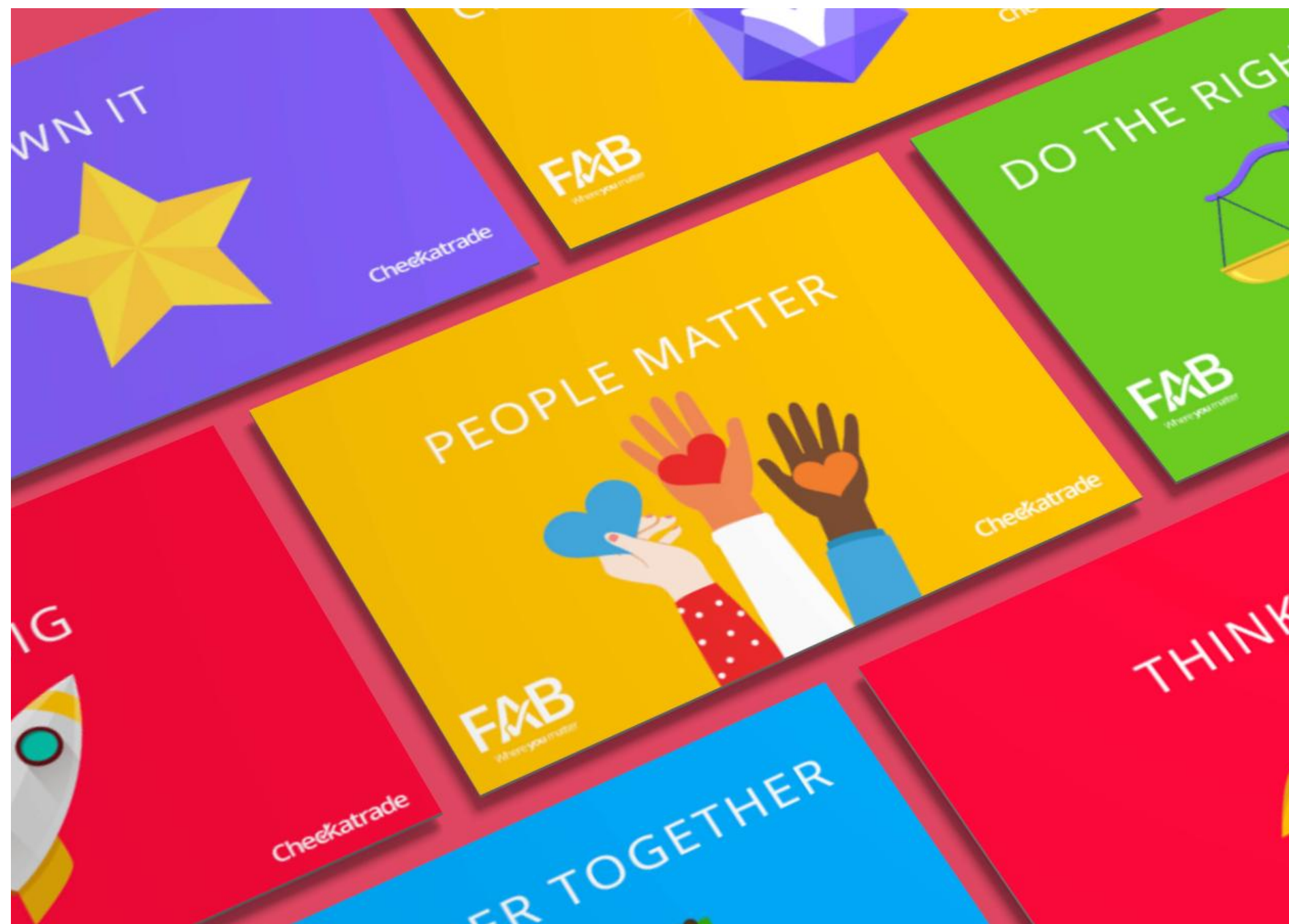
The company's eCard system is also continuing to drive stronger recognition and social connections throughout the organisation, with well over **8,000 eCards** sent in the year 2020 alone.

Their most-sent recognition - 'Stronger Together' - is actually one of Checktrade's core values, which shows just how well it resonates across their entire workforce.



“

I love throwing myself into the recognition data and content analytics every month,” says Maddie. “You can actually see positive work relationships develop through the platform. It also gives us a way to track collaboration and encourage a stronger social environment, even when people aren’t in the office. We’re now seeing more of that than we ever have before.”



# Stronger culture, greater resilience

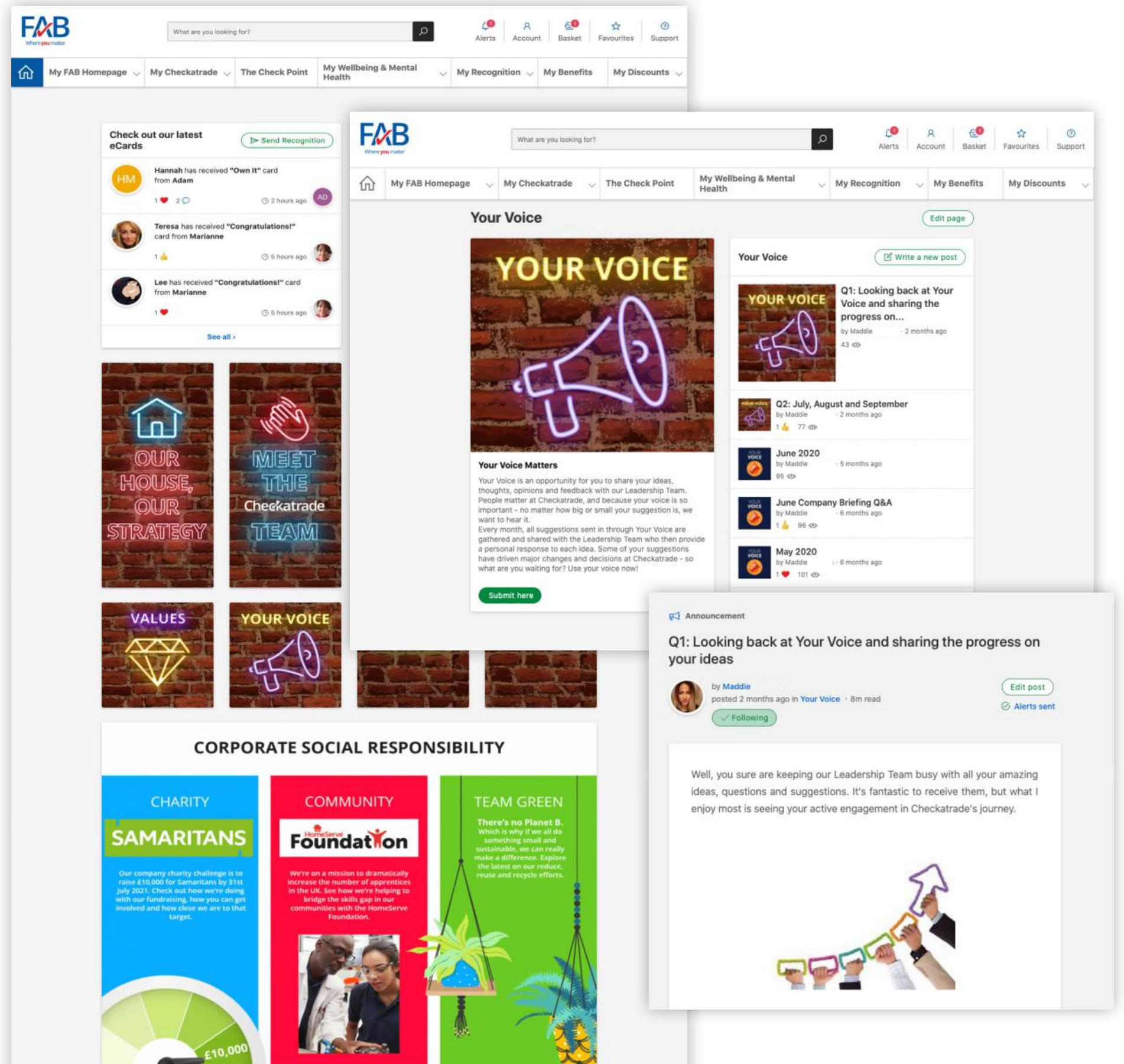
As life in the new normal unfolds, the Checktrade team are continuing to think strategically about how the FAB platform can help drive stronger wellbeing, comms and engagement throughout all organisational levels.

The 'Your Voice' section has proven to be a big success at Checktrade, as it gives every member of the staff the chance to submit questions, ideas and suggestions to the leadership team, with responses at the tail end of each month.

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**“That’s been a real game-changer this year in particular,”** says Tash. **“It gives people a direct line to share their views with the decision-makers within the organisation.”**

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“We couldn’t have got through this year without the platform,” John adds. “It has become such a core part of everything we do and one of the main tools we use to prevent the organisation from splitting into siloes. Our content production and comms have practically quadrupled - and all of that has been delivered through Reward Gateway. Simply put, it’s enabled us to support our people through what’s probably the hardest time in their careers.”



**97% of staff**  
are active users

**50%**  
use the platform  
five times or  
more per week

**10.4k+ eCards**  
sent since the  
2018 launch  
of the social  
recognition wall

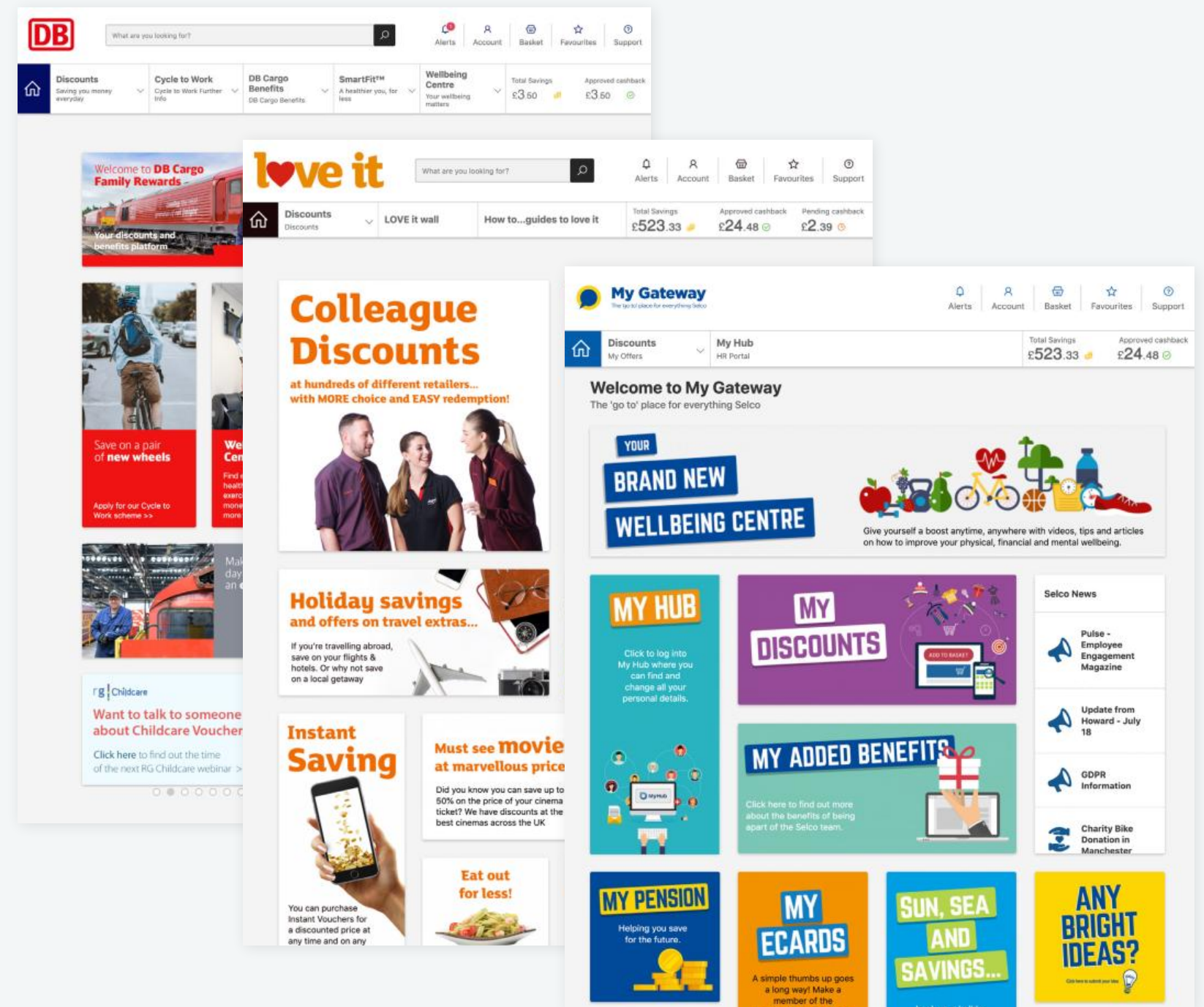
Engagement with  
content up from  
**200 views** to  
**22k views**  
in past year

# 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.

Email: [info@rewardgateway.com](mailto:info@rewardgateway.com)

Phone: +44 20 7229 0349



Reward Gateway delivers employee engagement solutions to more than 1,800 clients worldwide.