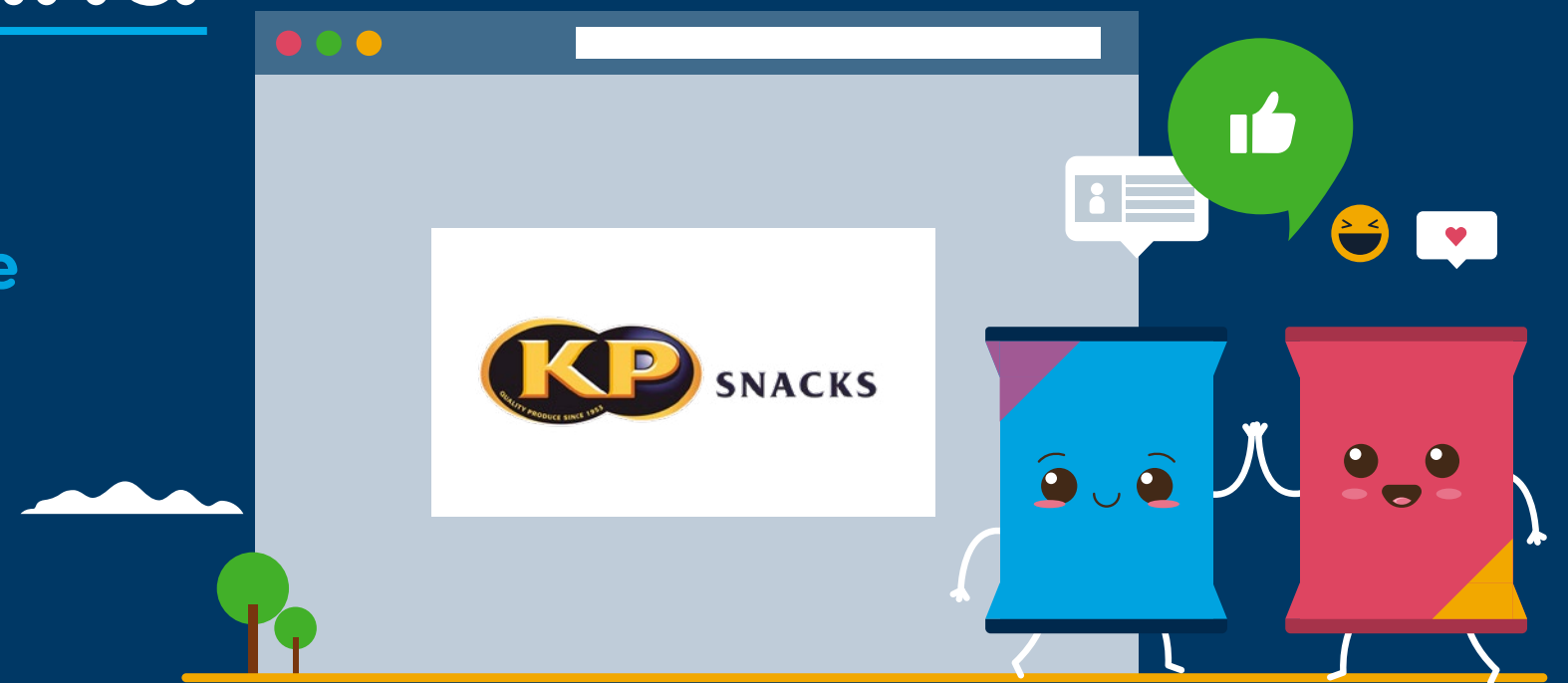


Putting Design and Branding at the Heart of Your Employee Engagement Platform to Enhance Employer Brand

How KP Snacks put a tailored twist on its employee engagement technology to showcase company values and behaviours





Industry:
Food and beverage



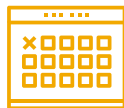
Number of employees:
2,500



Average age:
44 yrs



Male vs female:
61:39



Number of locations:
8



Platform features:
Peer-to-peer recognition,
blogs, employee discounts,
employee wellbeing

About the company

KP is part of the **European Intersnack Group**, which with nearly 50 years' combined experience in savoury snacks is now Europe's No. 2 snack producer.

When the team at KP Snacks received feedback from an employee survey that suggested employees were not aware of all the benefits they could have access, they realised employees didn't truly understand the value of their total reward package. To address the employee feedback, they decided to create a platform encompassing discounts, rewards and recognition, using the company's existing Values & Behaviours branding for a fun and familiar feel.



The challenge:

The team at KP Snacks wanted to improve their employee reward, recognition and benefits offering and make it accessible to all staff. The company has a largely offline population with a varied demographic, spread over eight sites nationwide.

The benefits on offer had low engagement levels, particularly as the discounts and recognition initiatives varied by location, and employees didn't have a central location where they could easily access information about them. The existing recognition scheme consisted of paper and electronic 'call out cards.' For their recognition awards, the team used paper gift vouchers that could only be used at a limited range of retailers.

With this in mind, the team conducted

a survey to test employees' appetite for a new online reward and recognition system, which could also be accessed on employees' phones, allowing it to reach those employees without computer access.

The results showed that 84% of staff felt KP Snacks didn't do enough to communicate its employee benefits, 88% didn't use the existing discounts scheme, and 77% felt sure they would use a new online benefits and recognition system and an improved discounts scheme if these were implemented.

Armed with supportive data, the KP Snacks team set out to find a new system that would encourage active usage from their people.



Challenges:

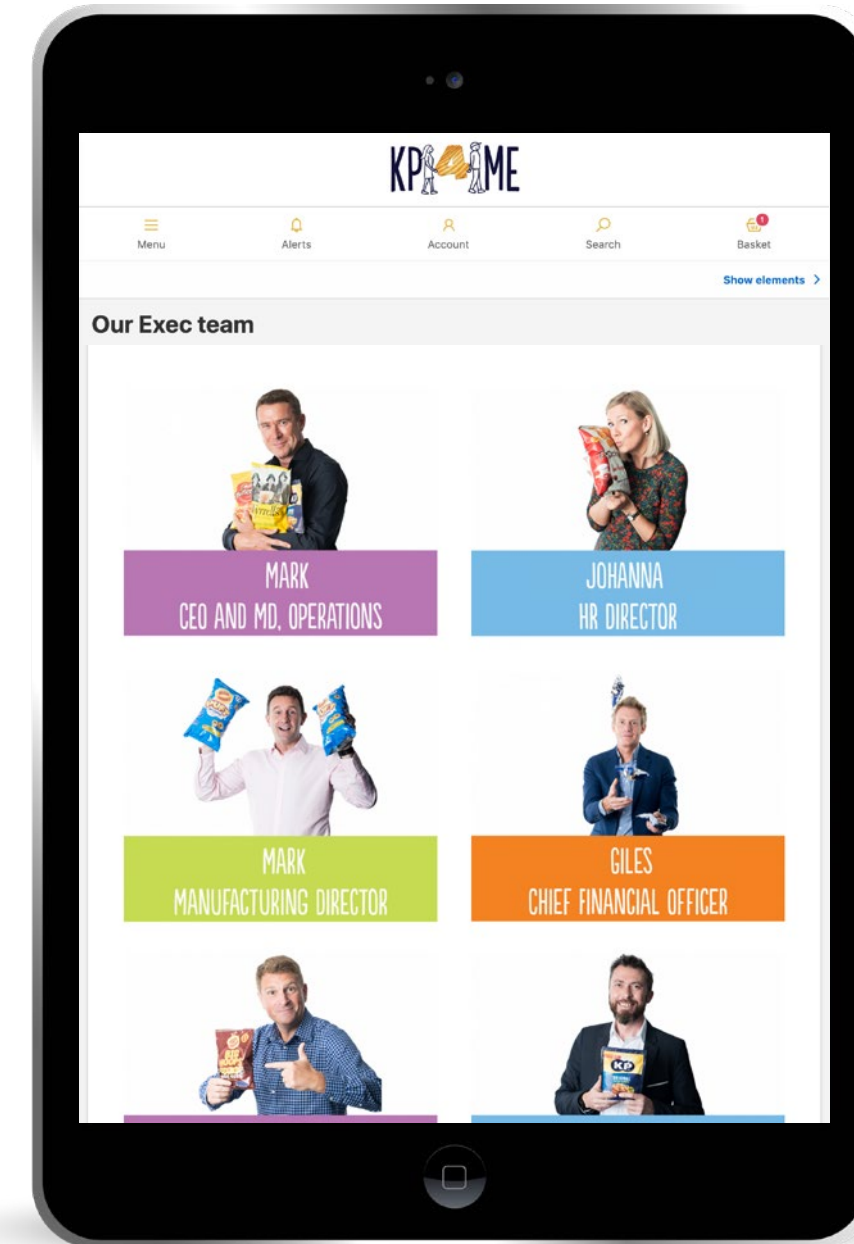
- Low engagement with current benefits
- No centralised location for engagement initiatives
- Lack of awareness and communication on benefits

The approach:

To choose the name of the platform, the team enlisted the help of the company's Values & Behaviours (V&B) Champions (a cross-section of employees across the business), who settled on 'KP4ME.' The team used the strapline 'Built for you, by you' in their communications about the platform to reflect this collaborative approach.

It was important to the team that the platform had the same look and feel as their existing V&B branding, so they decided that it would feature the same signature bright colours, drawings of characters and images of crisps and snacks cleverly incorporated into various designs - including in the KP4ME logo.

The unique look and feel was a priority for the team not only to reinforce the importance of KP Snacks' values and employer brand, but also to make the platform fun and engaging.



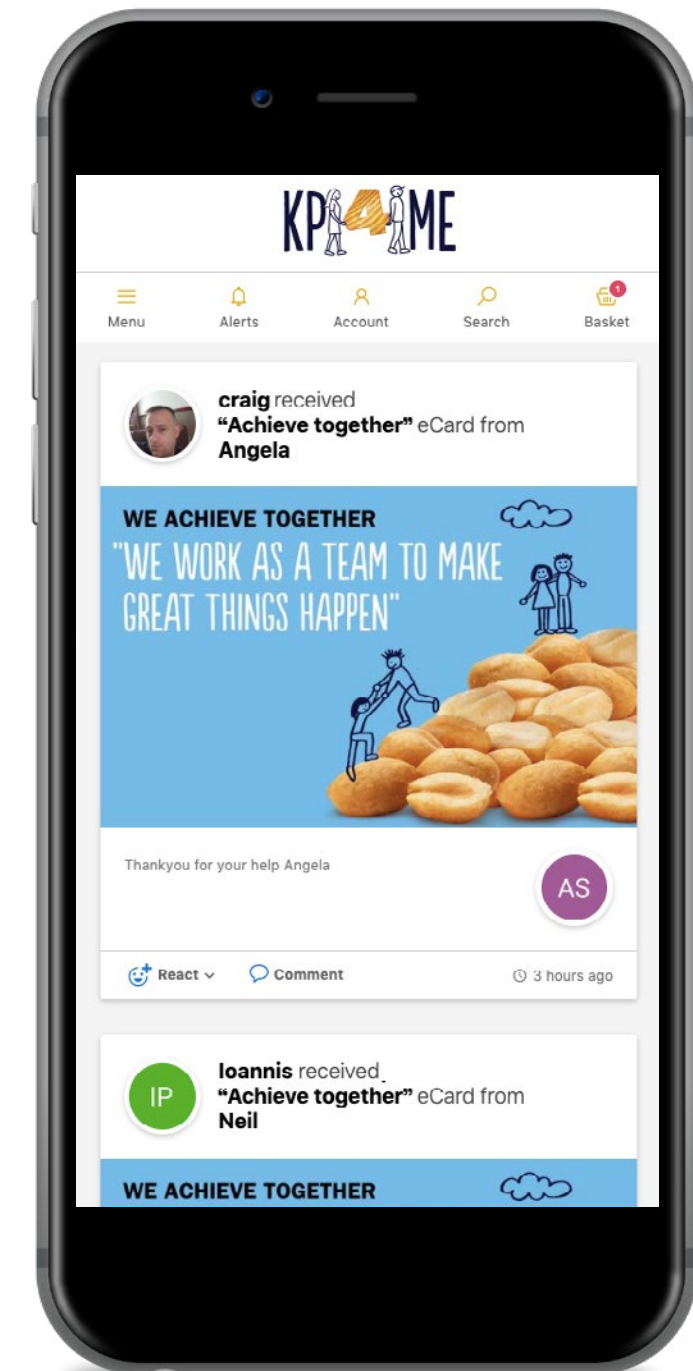
The KP Snacks Leadership Team is introduced via the platform pages.

For the platform to be a one-stop-shop, it needed to include a wealth of information and tools that KP Snacks employees could regularly access. On launch, this included:

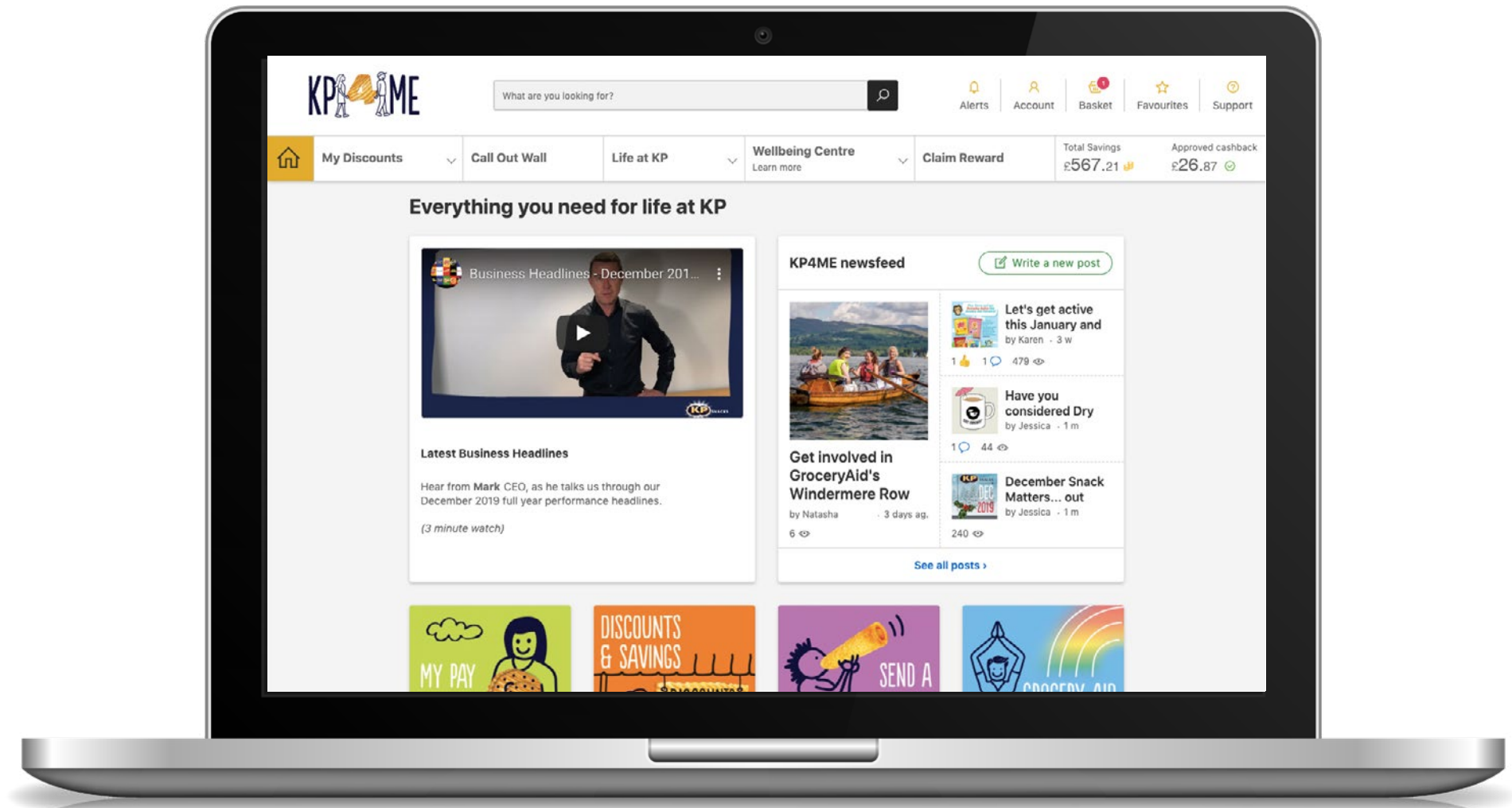
- KP people information and Leadership Team bios
- Mission, vision and values
- Quick links to internal systems and regional information, employee calendars, the HR portal and employee policies and procedures
- Employee benefits, such as employee discounts, Cycle to Work and information about other benefits that KP Snacks provides to its people
- A Wellbeing Centre with access to hundreds of expert articles to boost wellbeing anytime, anywhere (which was especially popular with the offline demographic of KP Snacks employees!)

The hub also put a great emphasis on communications and recognition, using the Reward Gateway blogging function to create a KP4ME newsfeed to keep employees in the loop with company and people news, uniting employees across all eight sites. Plus, the platform is also used to celebrate best practice across the business with 'Call Out Cards,' the company's own tailored eCards, which are hosted on the Call Out Wall for others to see, react and comment on moments of recognition for colleagues who have gone above and beyond.

These eCards follow the whimsical branding on the rest of the platform to combine hand-drawn characters with popular snacks.



With KP4ME balloons and branded cupcakes in hand, the team launched the platform at the company's annual V&B Champions Day, as they wanted this group of employees to be early users of the site. They began with a live demo of the site and hired an external events company to create a quiz based on KP4ME, playing on the formats of well-known quiz shows such as 'Mastermind,' the 'Generation Game' and 'Catchphrase.' The V&B Champions had to register and log on to the site in order to answer the quiz questions, which maximised engagement, and early access to the site meant that they could see how easy the platform was to use. This was followed by roadshows at each KP site delivered by V&B Champions, where the KP4ME project team helped ensure all colleagues could log on to the platform and answered any questions people had.



The KP4ME platform has everything employees need to know in one centralised place.

The results:

Since rolling out to the rest of the workforce after its initial launch, the platform has 98% registration and 88% of employees logged in per month, which shows how the platform's features and functions are exactly what the KP colleagues need. Feedback on the platform from employees has so far been positive, with employees remarking that it is 'easy to use' and 'really professional, but with a KP twist.'

Over the Christmas period, the team at KP Snacks sent out 12 all-company emails using a '12 Days of Christmas' theme, each one highlighting a different facet of KP4ME or promoting a new benefit or recognition tool. A mix of employees from every KP site got

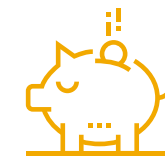
involved in filming the Christmas videos, helping to encourage and demonstrate enthusiasm about the platform.

Within two weeks of launch, spend on the site exceeded the £7,000 mark, with a total employee saving of nearly £500, with those numbers climbing rapidly. Six months in, the KP Snacks platform has facilitated more than £716K spent on the platform and more than 2,500 Call Out Cards sent among employees.



98%

registration with high engagement



£716K

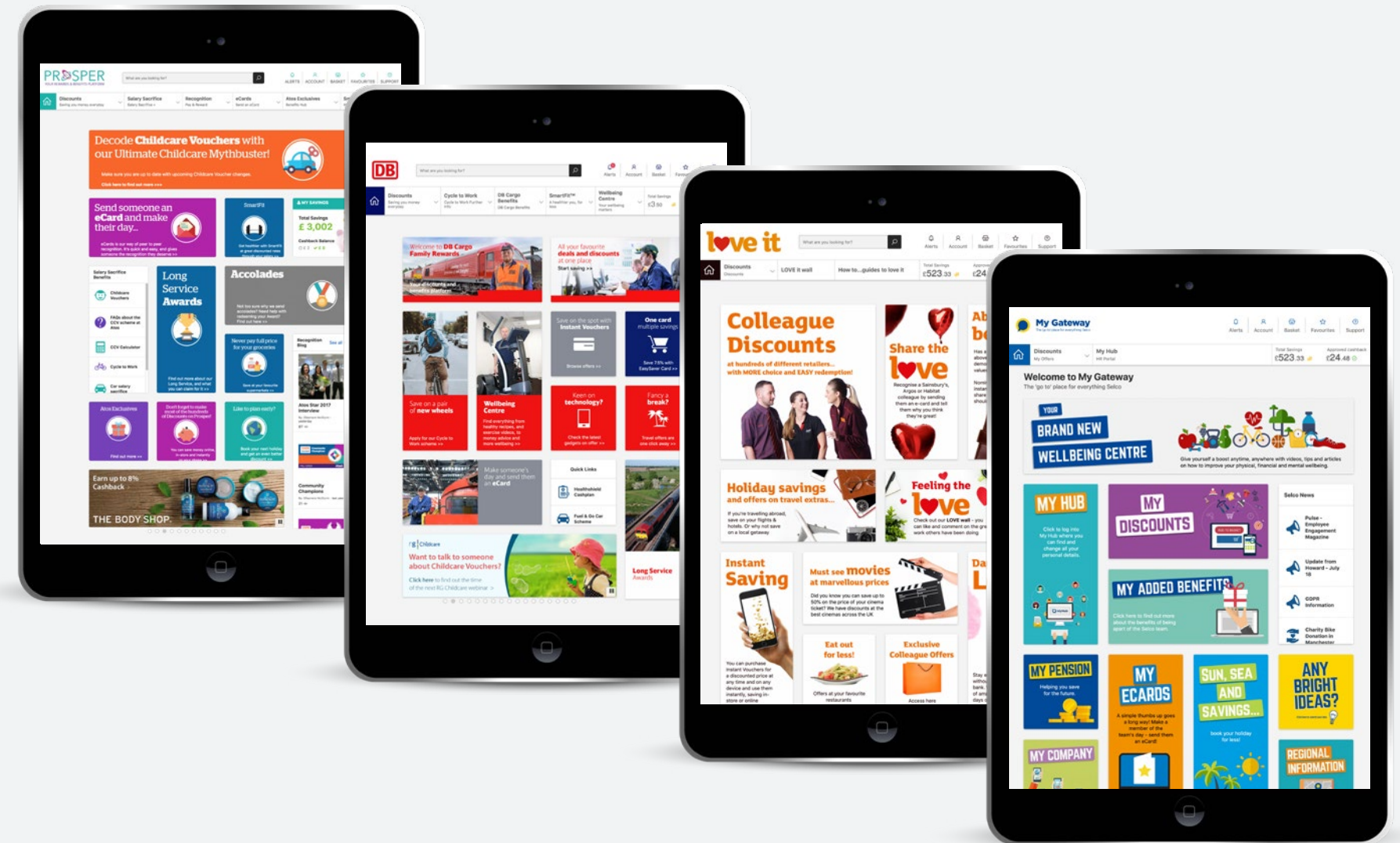
Spent six months post-launch

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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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