

Client Launch Spotlight



Automotive | 1,300 employees

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We can see the change in culture. And the feedback that we've received from the managers saying, overnight, it's changed - we see people having fun at work.

Industry: Automotive

Number of employees: 1,300

Platform features: Employee reward and recognition, employee communications

Copart UK, owned by the U.S.-based Copart, Inc., is a market leader in automotive resale, remarket and salvage, with 44% of its 1,300 employees working offline. With a major revamp to the company's HR payroll system already at hand, Copart's Chief People Officer took the opportunity to piggyback on one major change to introduce another: Reward and recognition.

Although Copart was performing some recognition prior to its partnership with Reward Gateway, it was limited to standard events like long-service awards, Christmas vouchers and employee-of-the-month awards – and it wasn't public. Nobody knew when someone was being recognised or celebrated. This left many of the company's dispersed employees feeling isolated and unaware of important news.

The challenges

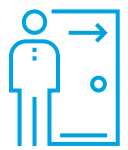
- 1** Copart was already staring down a huge transformation project that would change the way employees engage with payroll and related benefits. Stacking on another major transformation in the shape of an **all-in-one HR platform** made for a shorter change cycle, but a much bigger impact on resources and time.
- 2** Copart wasn't living up to its company value to 'Celebrate our people,' because **no recognition was publicly shared or acknowledged.** This made gaining momentum difficult due to a lack of awareness.
- 3** Copart's **reward budgets were disparate and poorly tracked,** which made analysing what the company was already spending difficult and time consuming, and further obscured any ongoing recognition efforts.



Just over a year after launch:



96%
platform engagement



14%
improvement in retention



94%
of staff reported feeling
proud to work for
the organisation



85%
would recommend
Copart as a great
place to work



86%
sent or received
recognition



57%
sent recognition is from
non-management roles

The action plan



Having partnered with Reward Gateway at a prior organisation, Copart's CPO started its project knowing exactly where the starting line needed to be and worked with the Reward Gateway implementation specialist to get started straight away. The company started small, with only a handful of eCard designs and a single-dashboard platform called 'Copart Rewards.'



Because Copart already had a few financial recognition programmes, HR simply calculated how much money was already earmarked and recategorised it for the new financial reward programme through the platform - **which made Copart Rewards a cost-neutral solution leadership wanted to greenlight.**



Vouchers no longer expire or require reissue, leading to **£8,000 leftover budget between 2022 and 2023** - money the company has carried forward for more recognition moments.



Check out our latest eCards [Recognise](#)

 Ruby Bridges has received a "You have WOW'd us" card from Abaji Bhisey
6 hours ago 

 Otis Boykin has received a "You're Awesome" card from Abaji Bhisey
4 👏👍❤️ 2 💬 6 hours ago 

 Otis Boykin has received a "You're Awesome" card from Ruby Bridges
7 hours ago 

[See all >](#)



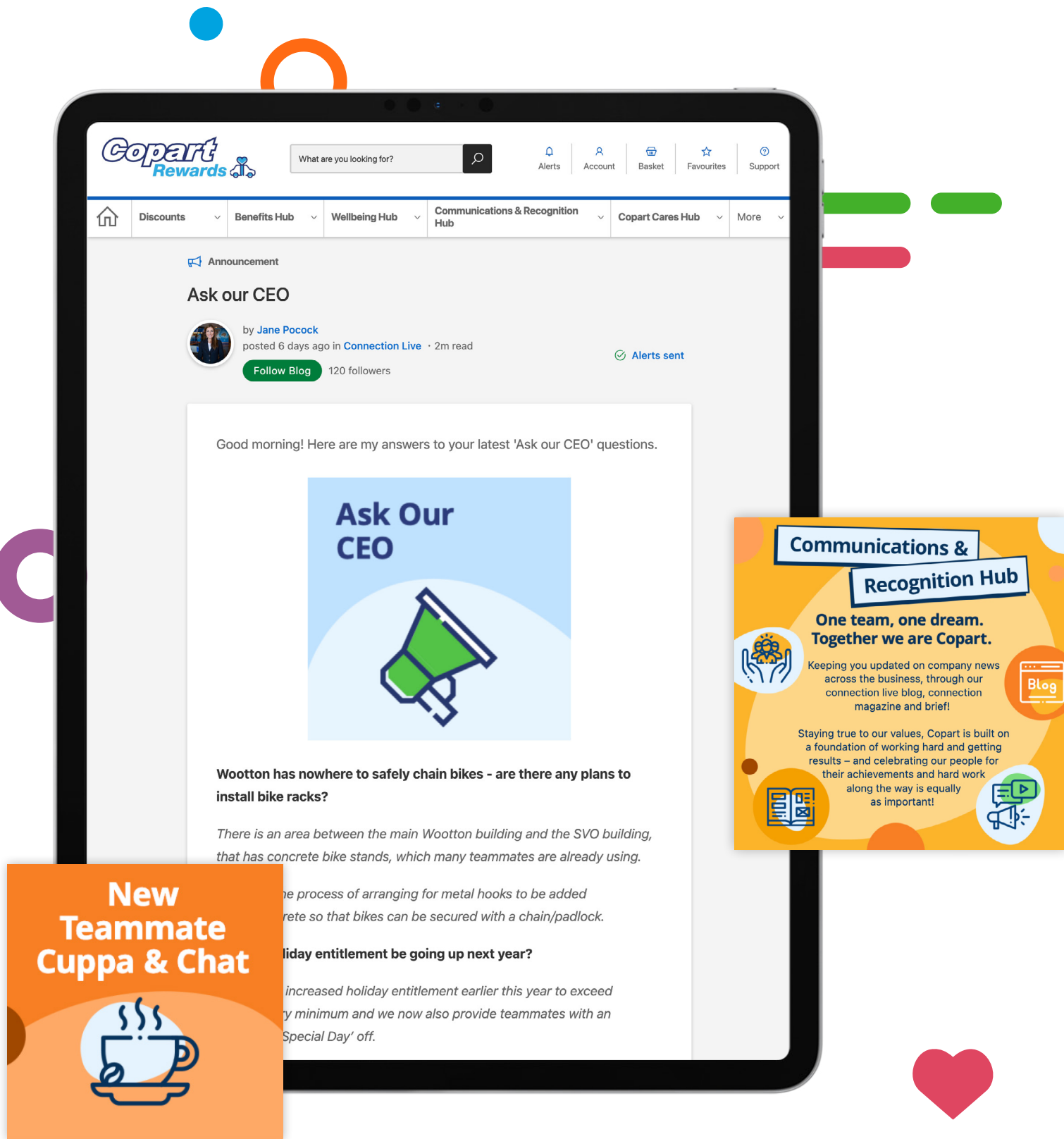


And to encourage employee buy-in and engagement, HR sought feedback and suggestions to provide the best possible solution. This has led to a weekly blog from the CEO, who answers questions and implements some suggestions as possible. The company also hosts a monthly in-chat cuppa, as well as live webinars for each new hire featuring leaders from around the company.



Seven employees – some remote or offline employees – are in the top 10 savers, which is really good, because that was our challenge in the beginning. And two drivers are in the top five. And when people kept saying to me, ‘It’s not going to work, it’s not going to work.’ I throw that one [to them].”

CPO at Copart UK



About Reward Gateway

Reward Gateway helps companies engage, motivate and retain people – every day, all over the world. Partnering with over 4,500 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.

rg.co/contactus

