

**DAS UK GROUP**

**DRIVES EMPLOYEE**

**ENGAGEMENT**

**USING EREWARD**

# CLEVER USE OF TECHNOLOGY KICK-STARTS LAUNCH OF COMPANY-WIDE “RIGHT HERE, RIGHT NOW” RECOGNITION AND REWARDS PROGRAMME

## ABOUT DAS

DAS pioneered the introduction of legal expenses insurance over 40 years ago and is today the UK's market leader in the sector. Headquartered in Bristol, the company employs around **700 employees at locations throughout the UK and Ireland**. It offers customers in-depth support, specialist teams and an extensive portfolio of products and services.

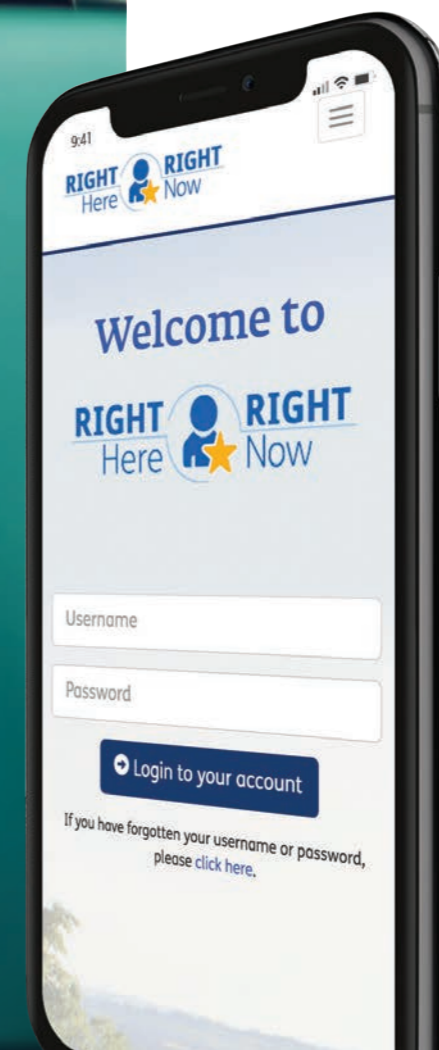
For more information, visit [www.das.co.uk](http://www.das.co.uk)

THE LEGAL EXPENSES INSURANCE MARKET IS GROWING RAPIDLY AND SUCCESS DEPENDS ON THE QUALITY OF ITS PEOPLE TO DELIVER EXCEPTIONAL CUSTOMER SERVICE.

The legal expenses insurance market is growing rapidly and success depends on the quality of its people to deliver exceptional customer service. DAS is constantly looking for new ways to incentivise employees who demonstrate the company's core values of **Respect, Improve, Go the extra mile, Honesty** and **Think Customer**.

## R•I•G•H•T

However, a company-wide employee survey carried out in 2016 identified 'recognition' as being an area for improvement. To address the situation, DAS has introduced an instant 'thank you' and recognition programme called **RIGHT Here, RIGHT Now** to increase employee engagement irrespective of function, department or seniority. DAS was looking for an easy-to-use solution to help promote the initiative across the whole organisation and support the efficient, centralised administration of the programme.



## SOLUTION

DAS evaluated several solutions and finally selected an ereward platform predominantly for its simplicity and the ability to tailor processes and to personalise the look of the solution to reflect the DAS branding and **RIGHT Here, RIGHT Now** strap line.

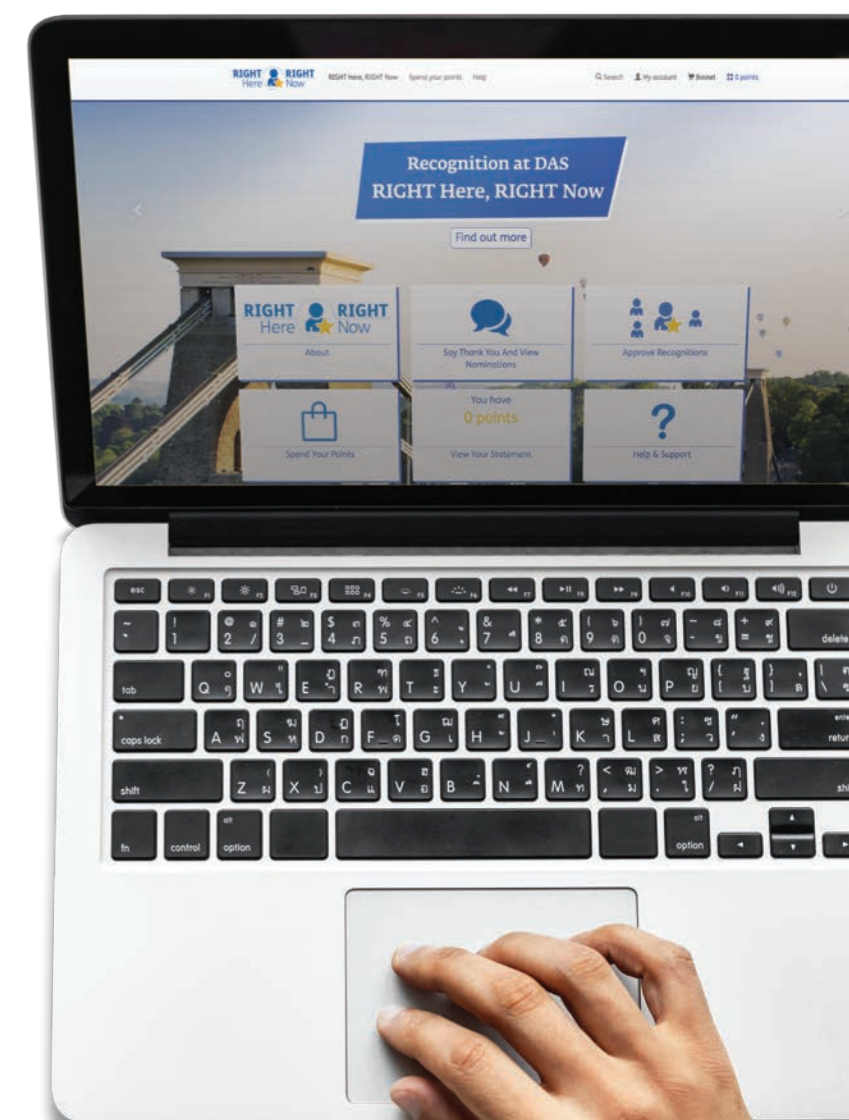
The new ereward solution, from peoplevalue, provides managers and employees with the ability to recognise anyone – individuals or whole teams – across DAS via instant e-thank you messages. These e-thank yous then have the option of being upgraded into reward points to be spent via the ereward redemption catalogue containing a range of around 30,000 great reward choices.

EVERY MONTH, AROUND  
**300 E-THANK YOUS**  
ARE SUBMITTED  
VIA THE PLATFORM  
AROUND 30,000  
GREAT REWARD CHOICES

## THE IMPORTANCE OF SAYING THANK YOU

Every month, around 300 e-thank yous are submitted via the platform, which are then automatically forwarded to the relevant manager for review. A line manager can then choose to upgrade the e-thank you to a 'Manager Award', that in turn actions a points award for the recipient. Each month, all Manager Awards are reviewed by the Employee Engagement Forum, who are responsible for selecting five monthly **RIGHT Values Champions**. The monthly champions receive a further point upgrade, and are shortlisted to be an annual Values Champion, who are announced each year at a glitzy awards ceremony.

The technology supports the **RIGHT Here, RIGHT Now** programme by facilitating the end-to-end recognition process, which is tailored to embrace the DAS operational requirements and scheme hierarchy. DAS uses the **ereward** platform to generate peer-to-peer 'thank-yous'; store and calculate manager-approved award points; provide access to a catalogue of reward choices that employees can purchase with their accumulated points.



## SINCE INTRODUCING RIGHT HERE, RIGHT NOW, DAS HAS NOTICED A SERIES OF CULTURAL, OPERATIONAL AND BUSINESS BENEFITS.

**Breaking down barriers** – Improving communications between departments, managers and employees. The new way of working promotes inclusivity and is already beginning to foster a culture of collaboration because everyone has the opportunity to recognise and be recognised in return in a fair, transparent manner. Winners of monthly awards are announced publicly, via the corporate intranet and on professional networking sites such as LinkedIn, on departmental wallboards and in the entrance to the main head office building on digital signage. What is more, similar to Facebook, employees can 'like' or 'comment' on public posts, a real confidence-builder for employees who might otherwise remain un-noticed.

**Compliance with HMRC rules** – All information is stored centrally so the payroll department can see clearly who has received rewards, when and how much to ensure full compliance with HMRC rules.

**Performance statistics** – With access to accurate, real-time statistics, managers are able to track the progress of their team while using the data to communicate individual or group successes at the same time.

**Building Employee Engagement** – Over 700 employees in the UK and Ireland are covered by the **ereward** solution and can take part in the **RIGHT Here, RIGHT Now** programme. The programme has seen widespread adoption, and at the end of its first year, almost 90% of employees are actively engaged and logging into the system. Recipients of awards are on regular and prominent display online, on wallboards and in foyer areas, which has helped to build confidence and boost moral and encourage participation. Interestingly, 'Go The Extra Mile' has been identified as the most commonly awarded **RIGHT** value.

## CONCLUDING THOUGHTS

Harnessing the new technology, DAS has successfully launched its **RIGHT Here, RIGHT Now** programme. Through automation and the ability to capture relevant information all in one place, in an instant, DAS now has greater control over the way it recognises and rewards people and employees appreciate its transparency and the consistency it brings. **peoplevalue's** technology offers a strategic employee engagement tool that fosters a culture of inclusivity and collaboration with the potential to boost customer satisfaction and business performance.

### INVOLVE AND COMMUNICATE

Involving employees and communication were critical to the success of the **RIGHT Here, RIGHT Now** initiative. Promoting it using features within the **ereward** system made all the difference to employee adoption rates and led to excellent results.

The actions that worked well for DAS included positive steps to involve different parts of the organisation – IT, Finance, Outsourcing, Compliance Contact Centre, senior management and HR – to establish the **erewards** framework including a workable budget that suits all departments.

### TOP TIPS

#### TOP TIPS FROM DAS

- INVOLVE DIFFERENT PARTS OF THE ORGANISATION - IT, FINANCE, OUTSOURCING, COMPLIANCE CONTACT CENTRE, SENIOR MANAGEMENT AND HR - TO ESTABLISH THE PEOPLEVALUE FRAMEWORK INCLUDING A WORKABLE BUDGET THAT SUITS ALL DEPARTMENTS
- PUBLISH A MANAGER'S GUIDE TO DERIVE MAXIMUM BENEFIT FROM THE SYSTEM AND ADD REAL VALUE TO YOUR EMPLOYEE ENGAGEMENT PROGRAMME
- SET UP AN INDEPENDENT, CROSS-FUNCTIONAL JUDGING PANEL TO ADD FAIRNESS AND TRANSPARENCY
- COMMUNICATE THE BENEFITS OF USING THE NEW SYSTEM
- CONDUCT WORKSHOPS TO TRAIN USERS SO THEY ARE UP AND RUNNING FROM DAY ONE

“ THE NEW EREWARD PLATFORM HAS ENABLED US TO SUCCESSFULLY KICK-START OUR RIGHT HERE, RIGHT NOW PROGRAMME AND WE ARE SEEING POSITIVE SIGNS OF GREATER COLLABORATION ACROSS THE WHOLE ORGANISATION. ”

Matthew Glover, Reward Manager, DAS UK Group

## SUCCESS AT A GLANCE GO THE EXTRA MILE IDENTIFIED AS THE MOST COMMONLY AWARDED RIGHT VALUE

**OVER 700 EMPLOYEES COVERED BY THE SOLUTION IN THE UK AND IRELAND**

**PEOPLEVALUE SUPPORTS PROGRAMME WITH WIDESPREAD ADOPTION IN JUST SIX MONTHS**

**90% OF EMPLOYEES ARE ACTIVELY ENGAGED AND LOGGING IN TO THE SYSTEM**

**RIGHT HERE RIGHT NOW PROGRAMME LAUNCHED TO ADDRESS EMPLOYEE RECOGNITION CONCERNS**

**REGULAR AND PROMINENT DISPLAY OF WINNERS ONLINE, ON WALLBOARDS AND IN FOYER AREAS BUILD CONFIDENCE AND BOOST MORALE**

# ABOUT PEOPLEVALUE

peoplevalue - 'The Employee Engagement Company'  
- is a leading provider of employee reward and recognition, benefits delivery and wellbeing solutions. We serve companies throughout the UK. We deliver highly flexible programmes and technology to help businesses enhance their employee value proposition.

We know that what we do helps drive engagement strategies, motivate employees and improve business performance. That's why we do it.

Central to the delivery of our flexible solutions are robust platforms with ease of use built-in to their DNA. They are readily adaptable and designed for tailoring to precisely meet the strategic and operational goals of our clients and maximise their return on investment.

From a simple thank you to a gift or a comprehensive points-based rewards solution with over 30,000 reward choices, our reward and recognition solutions can be used to motivate and engage your employees, rewarding them for their performance and living your company's values.

For more information please visit: [peoplevalue.co.uk](https://peoplevalue.co.uk)  
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