

Case Study

"The SEMA Recognition Program with Power2Motivate has received positive feedback from employees and managers, is flexible and user friendly and every \$ put through the Program directly benefits an employee. It's having a positive impact on our cultural change and increased employee engagement."

Sandy Hyslop, HR Business Partner of SEMA



A Cultural Transformation

Overview

After extensive internal research on culture and a Hewitt Survey in 2008, SEMA discovered that their employee recognition program was alarmingly underutilised and ineffective.

Employees and their managers were disengaged and desired a more imaginative program – one with better rewards and more flexibility.

SEMA began their transformational journey to improve employee engagement by contacting Power2Motivate (P2M) to develop an online points program with a focus on recognising and rewarding positive behavior.

This case study highlights how Power2Motivate were able to provide SEMA with a solution that led to their cultural transformation



Background

SEMA is a consulting, software and outsourced execution business connecting businesses to their customer communities through insight driven communications. SEMA enable clients to leverage their unique business and customer data to maximise their business performance.

With over 650 culturally and functionally diverse staff, an effective employee engagement program is the key to better performance.

Challenge

Before SEMA used Power2Motivate, their reward and recognition program was decentralised, unstructured and unimaginative, with no meaningful reporting or guidelines. Even providing discounted products and services to all employees proved to be ineffective with poor ROI.

Further research carried out by Hewitt showed that SEMA were not adequately differentiating or acknowledging performance, that employees desired improved rewards, and that managers desired more flexibility to recognise staff. Due to SEMA's own internal findings, that employees desired their business culture to be less oppositional, competitive and conventional and more humanistic, encouraging and friendly; a decision was made to implement a new recognition program.

Sandy Hyslop, HR Business Partner of SEMA said "We needed to get better at catching people doing the right things...it's all part of building a performance culture."

Solution

To achieve SEMA's cultural transformation, Power2Motivate provided an online points program that was designed to recognise desired behaviour in line with SEMA's preferred culture.

The key benefits of P2M's solution for SEMA were:

- **Exciting rewards gallery** - employees are not rewarded with just movie tickets and gift vouchers, but with points they can redeem on hundreds and thousands of rewards
- **A formal platform** – providing a more structured and consistent approach to reward and recognition across all business units.
- **So much flexibility** – it can work with existing portfolio of programs aligned to meeting key organisational goals (Performance Leadership, KPI Program, Sales plans)
- **Even more balance** - between lower frequency higher value awards and higher frequency lower value rewards - critical to ensuring the program has the right reach
- **Award categories for every occasion** – On the Spot Values, Quarterly and Annual leadership awards, Service awards, sales initiatives and creative rewards including a 'Biggest Winner' campaign focused on employee health and wellbeing.

These factors have been paramount to the success of the Sema Recognises You Program, which has been going from strength to strength in recent months.

Results

"The platform is a driver of culture change, which is our ultimate goal, delivering along the way more engaged employees."

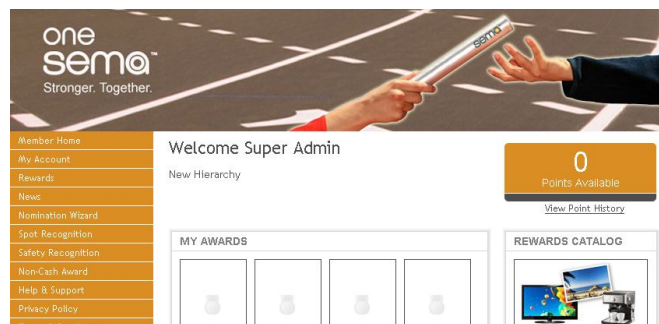
Sandy Hyslop, HR Business Partner of SEMA

- 477 spot recognition awards assigned to employees; meaning that over 60% of SEMA's entire workforce has been recognised at some point since program launch.
- A very diverse spread of rewards has been redeemed by employees, demonstrating that the offering of choice has benefited the program's impact.
- Over 63% of employees have accessed the rewards site since launch, a superb result considering that much of SEMA's workforce is engaged in labourised work with limited access to IT software on a day to day basis.
- Leadership and Service awards have been issued to long-standing staff as well as key leaders in the business.
- The platform also supports a specific cross-sell and up-sell initiative which has seen substantial lifts in sales performance.

Sema will soon receive their 2009 Hewitt Survey results and are very confident that they will see tangible improvements in staff engagement results and employee satisfaction. Such results will reflect the humanistic and encouraging culture SEMA is establishing.

"Deciding to partner with Power2Motivate was an easy choice. They provided us with a flexible online platform, a SEMA branded site, greater rewards choice, reporting and program advice."

Sandy Hyslop, HR Business Partner of SEMA



About Power2Motivate

Power2Motivate is a global reward and recognition, sales incentive and eLearning solution. We provide an easy, cost effective solution that can be tailored to your organisation's objectives and vision, so you can get the most out of the people in your business. We can help you motivate staff with amazing rewards, recognise your top performers, boost sales and inspire loyalty, all with one comprehensive solution.

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