

Case Study

COOP

Employee
Recognition
Solution



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Case Study - Co-op

EMPLOYEE RECOGNITION

The Co-op is a brand we all recognise and is made up of a diverse set of businesses including 2,500 grocery stores, funeral care, insurance and legal services, employing almost 70,000 people. Over half of the Co-operative Group's workforce has worked for the organisation for five years or more.

The Challenge

Having successfully introduced an employee reward scheme for long-service back in 2010, the scheme had been well received throughout the business, and it had a positive impact on staff morale.

However, with such a large and widely distributed workforce, it was often difficult to mark these anniversaries effectively as line managers were unaware of when they were or how to celebrate them. The Co-op also needed its rewards scheme to be digital, to make it easily accessible for the entire workforce.



Our existing rewards system had worked well over the years, but we were keen to extend its reach and make it easier for our colleagues to access it, alongside empowering our line managers to celebrate their team members' career milestones.

Jane Walapu

Colleague Recognition Programme
Lead at the Co-op

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EMPLOYEE RECOGNITION

The Solution

Career Celebration recognises Co-op staff from their first-year anniversary to their fourth with a congratulatory email. Then at five or ten-years they are rewarded with a unique Co-op long service award badge and certificate. After 15 years of service, and then at further significant milestones, colleagues receive an reward points gift card; they can redeem this on Terryberry's online platform, on a range of luxury items including experience days, watches and jewellery, perfumes, electrical items, or homeware.

As part of its research into setting up the new rewards scheme, Terryberry identified that the Coop's colleagues valued timely and personalised recognition from their line managers. The Career Celebration scheme encourages the Co-op's line managers to acknowledge their team member's loyalty to the business at various stages of their careers, in a personal and meaningful way. The platform ensures all line managers are copied in on celebratory emails or notified of approaching significant anniversaries.



Our colleagues are really embracing the programme and it's been great to receive such fantastic feedback. The award presentations are celebratory events, and we are seeing a real buzz over social media about them. It's also great to see pictures of our long-serving colleagues enjoying the gifts they've chosen with their points

Frances Chant
Colleague Recognition Co-ordinator

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EMPLOYEE RECOGNITION

Line managers know their team members best and can choose how to celebrate their colleagues with either a more intimate or public award presentation. To ensure each colleague receives personal recognition, line managers are encouraged to personalise the presentation by telling the individual's 'story of their life at Co-op' and acknowledging their achievements and how much they are valued. Sharing success over social media is encouraged as well.

The Results

The new scheme has been extremely well received by the Co-op's workforce and the organisation has witnessed a real morale boost among staff as they help celebrate their colleagues' careers. It's hoped that the scheme will help encourage even more colleagues to enjoy a lengthy career with the organisation. Colleagues celebrating their careers with a gift at Co-op increased from 1,000 to nearly 10,000 colleagues per year!



We were really impressed with Terryberry's collaborative and creative approach in coming up with a solution that works so effectively for us. The team really took the time to understand our business and what's important to us and came up with a creative solution that's already having a really positive impact on all our colleagues.

Jane Walapu,
Colleague Recognition Programme Lead