

British Gas - Simply Thank You



The Objective

British Gas employs more than 20,000 people throughout the country and needed to develop a scheme suitable for both office and field based employees. The business also wanted to develop a recognition culture that was inclusive and easily accessible. This involved a complete redesign and re-launch of its traditionally paper-based employee recognition system to something more engaging and 'up to date'

The Solution

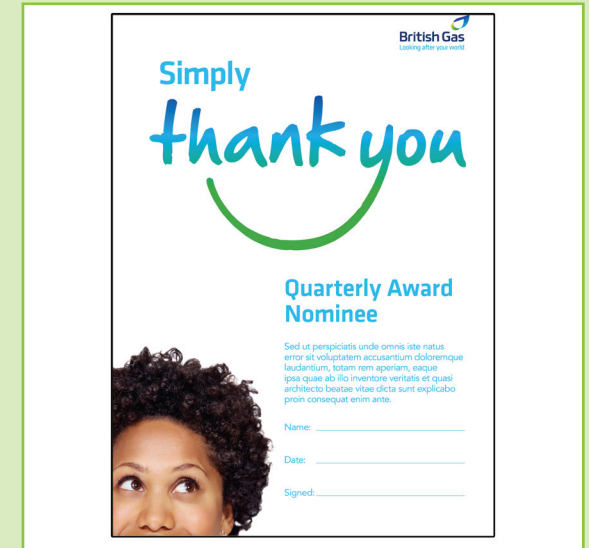
To move to a new, all-inclusive online system. Simply Thank You utilises a familiar 'social network' style whereby users create an individual profile & are automatically notified via news feeds if their colleagues receive a nomination. It also gives users the option to follow others from across the group, allowing them to

grow their colleague network, & even 'like' nominations made to others.

The scheme structure was changed to introduce more recognition. Staff can recognise their colleagues through 4 types of recognition:

- Quick message – to let colleagues know that their efforts are appreciated.
- Thank you – nominated colleagues sent a personalised e-card and entered into a monthly prize draw.
- Quarterly nomination - for teams or colleagues that go beyond the call of duty. At the end of the quarter these nominations are reviewed by an adjudication panel, with £150 worth of points up for grabs.
- Annual nomination – celebrating the best of the best at the end of the year.

What's more, Simply Thank You is also utilised to track & recognise long service.



Results

Overall there has been a 50% reduction in the cost of the British Gas recognition programme.

78% reduction in the cost per nomination

76% reduction in the cost per employee involved in the programme

To date:

4,197 Quarterly rewards have been received

84,463 thank you's have been received.

13, 100 quick messages of thanks have been received.

1,097 prize draws have taken place.

Compared to the previous paper based scheme:

Instant recognition has increased by 324%, from 3,300 nominations per month to over 10,000.