

CASE STUDY

EURO CAR PARTS

Euro Car Parts have 8,500 staff across the UK. Budgetary constraints and a lack of time to dedicate to implementation had meant Euro Car Parts ignored benefits for their staff in the past.

After years without a benefits package, they found that some of the staff were quite apprehensive once they decided to do something about the issue. Sometimes it can be difficult to win the team over, especially with the communication barrier for employees who don't speak English as their first language.

What's more, most of the employees at Euro Car Parts didn't have access to emails. So the company needed to be creative about how to communicate with them.

Process

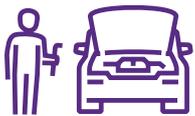


In order to resolve the communication and trust issues, Euro Car Parts brought in Employee Engagement Executives to meet face to face with staff. The Executives visited employees regularly over a few months to demonstrate how the benefits platform worked – once the staff came to recognise the friendly faces, they realised that this wasn't a one-off hard sell.

The Employee Engagement Executives worked with Euro Car Parts to make sure they were visiting staff at a time that suited them. These visits with the employees were invaluable, as it was their chance to ask any questions and get excited about the new benefits on offer. At the same time, managers at Euro Car Parts were given teaser posters to put up around work premises, to further showcase the benefits and build awareness among staff.

A Management Hub was installed, so that managers at Euro Car Parts could keep an eye on which benefits were doing well and which ones could do with an extra push.

Results



Of the 4,500 staff members involved, there was only one piece of negative feedback... and that was "Why didn't you do this sooner?"

For Euro Car Parts, that was exactly the kind of result they were aiming for – and the management team intend to continue. There are big plans for the marketing activity to expand, including promotion of their benefits on payslips for example. With a much more creative and multichannel communications approach, Euro Car Parts are leading the pack for innovative ways to advocate their benefits to employees.

4,500

staff members
involved

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