



YAPSTER

**CASE
STUDY
NEXT**

**HOW NEXT PLC OPTIMISES EMPLOYEE
ENGAGEMENT & WELLBEING THROUGH
YAPSTER & REWARD GATEWAY'S
UNIQUE INTEGRATION**



INITIATIVE OVERVIEW:

Leadership is a complex matter. It involves many moving parts from communication to rewards and recognition. In an increasingly digital world, leaders have had to seek new ways of reaching out to their teammates and expanding their range of influence.

Since the 2020 coronavirus pandemic, the need for online communication has become even clearer – all workers need access to tech, even if their position doesn't come with an employee laptop.

According to Reward Gateway Client Success Director Megan Wiseman, **over 80% of the global workforce is hard to reach**, which makes up about **2.7 billion employees**. When your frontline workforce lacks access to a professional email address or a desktop, communication can become difficult.

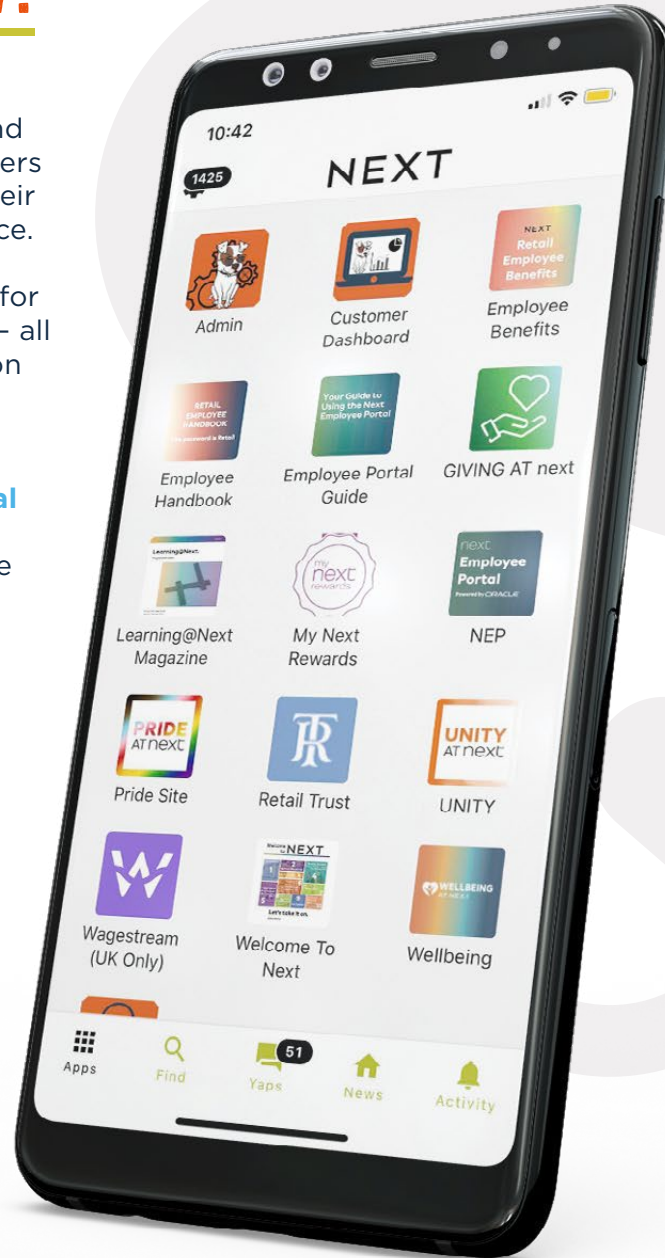
Thankfully, companies like Reward Gateway use their expertise to provide employers with the tools they need to improve employee engagement and experience.

Through surveys, integrations, wellbeing, communication, and recognition, the Reward Gateway team serves over 5 million employees worldwide.

“ THE MORE STREAMLINED YOU CAN BE, THE BETTER ”

Megan Wiseman

Client Success Director at Reward Gateway



Although frontline employees have repeatedly proven to be essential workers, they often feel like the lowest recipients of recognition and are less likely to redeem their rewards than their office peers.

To address both the communication difficulties and the lack of recognition that plague frontline environments, we at Yapster have decided to partner with Reward Gateway to provide our customers with a unique integrated solution. Our common goal? Strengthening employee connection and shedding light on great work.

Next Plc is a world-leading British clothing retailer, boasting over **700 stores around the world**.

In this case study, we'll let you in on how the retailer used Yapster and Reward Gateway's integration to boost employee engagement and wellbeing across their business. This piece was inspired by a Reward Gateway live webinar with Group Health, Safety, Wellbeing & Charities Manager at Next Andy Latham.

[Click here to check it out on Reward Gateway's website!](#)

INTENDED AUDIENCE & BACKGROUND:

Yapster and Reward Gateway's unique integration provides Next Plc employees with an efficient communication tool used not only to encourage and facilitate two-way conversations between team members but also to ensure that employees can redeem their rewards with just one tap.

Employees are able to swiftly find their colleagues through Yapster's integrated directory, no matter their department, ensuring that frontline workers are kept informed of all company news and social updates.



Wellbeing is at the core of Next Plc's values – a principle shared by Reward Gateway and Yapster. By providing teams with an easy access to multiple services on their smartphone, Yapster and Reward Gateway's integration taps into Next Plc's workforce's needs. Employees are more likely to truly engage with their colleagues when they feel encouraged to do so, but also more likely to redeem their rewards if the system put in place to access them is intuitive.



**“ BUT IN TRUTH...
THE MOST EFFECTIVE
APPROACH IS TO
BROADEN THE RANGE
OF PURPOSE ON THE
PLATFORM ”**

Megan Wiseman
Client Success Director

STRATEGY, TACTICS, AND MEDIUMS:

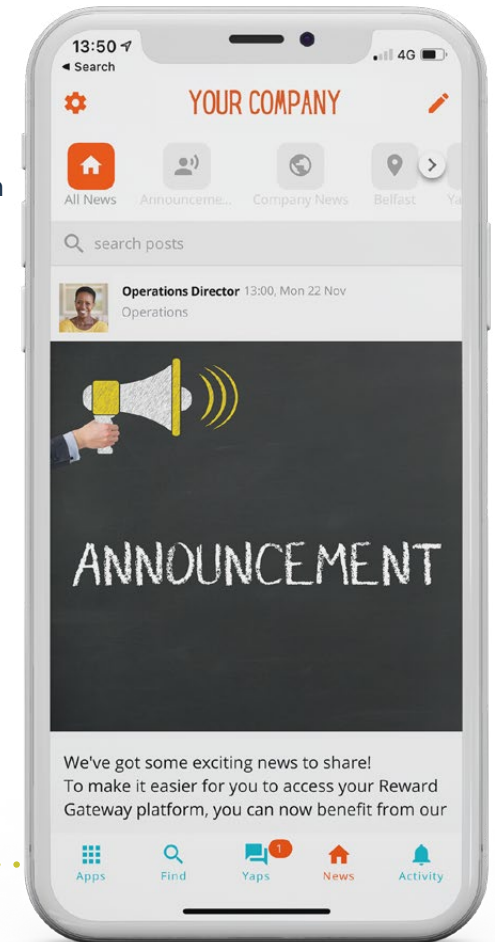
Prior to using Yapster, Next Plc's communication strategy involved the creation of physical documentation such as posters and briefs which were then shared with the team during briefings or through posters and staff room information.

Information wasn't shared with colleagues instantly and was often left unread by frontline staff, who either didn't find it engaging or lacked the time and/or access they needed to go through it. Now that Next has adopted Yapster, employees can easily communicate with each other and read about company successes and benefits through their newsfeed. Next leaders share videos and images to their staff's newsfeed to ensure that the content they consume is engaging and easy to access, wherever they are.

At Yapster, we believe in the power of Social Leadership, ie the practice of using digital tools to influence people at work. Rather than simply facilitating communication between employees, we aim to help managers lead their pack by channelling the power of social media and optimising communication to make it easy to consume and retain. In an increasingly digitalised world, leaders who cannot adapt are often left behind.

Most employees own a smartphone – and chances are, they're on it more often than you think.

By using a safe, professional, GDPR-compliant communication tool like Yapster, Social Leaders can take back control of employee communication and nudge their colleagues in the right direction.



PRE YAPSTER COMMS



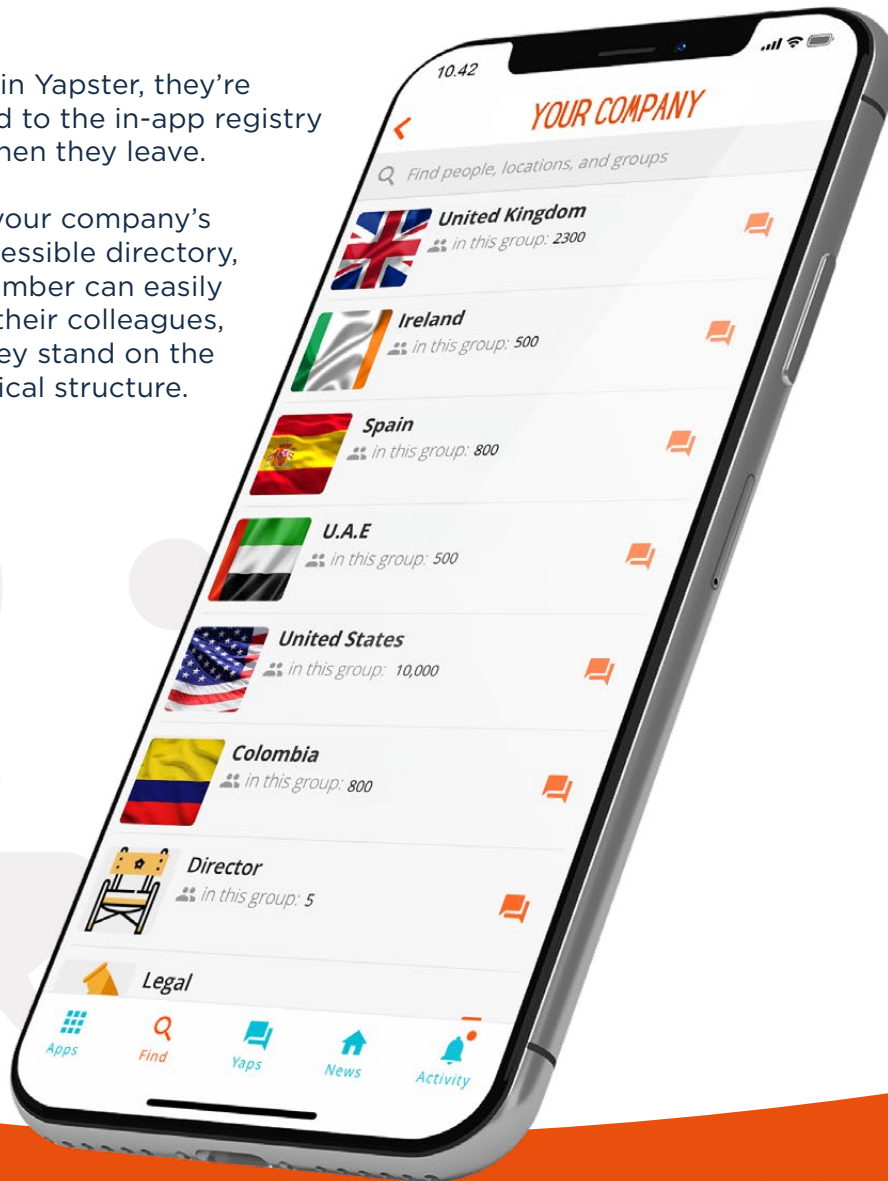
“ WHEN YOU MAKE LIFE EASY FOR THE COLLEAGUES AND YOU CONNECT THEM TO EACH OTHER AND TO COMPANY LEADERSHIP, YOU DO ACTUALLY SEE STATISTICALLY TRANSFORMATIONAL IMPACT ”

Rob Liddiard

Co-founder CEO - Yapster

When colleagues join Yapster, they're automatically added to the in-app registry and are removed when they leave.

This process turns your company's HR data into an accessible directory, where any team member can easily communicate with their colleagues, no matter where they stand on the company's hierarchical structure.



Next Plc employees can initiate a chat with anyone within the business or create a group discussion with their colleagues at the touch of a button. Leaders can also choose to share company or site-wide messages on Yapster's newsfeed to either update their teams or share their successes.

On the 'Yapplication' page, colleagues can easily access their Reward Gateway portal to claim their rewards at all times - without exiting Yapster or needing to log in again.

Beyond two-way communication through Yapster and an optimised access to Reward Gateway's platform within the Yapster app, colleagues at Next Plc have found new ways to increase wellbeing amongst their team members. **Around 1290 people take part in a group chat dedicated to discussing menopause tips and advice.**

Next leaders also use Yapster to introduce wellbeing seminars accessible to team members such as 'A cheats guide to getting a good nights sleep'. This underlines the importance of wellbeing to leaders within the business.

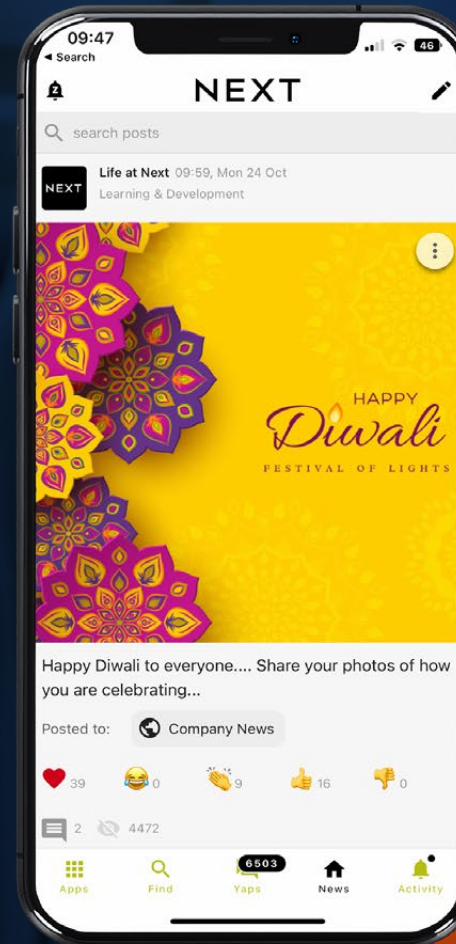
The ability to create various wellbeing group chats allows colleagues to build thriving communities within Next Plc, fostering a sense of belonging and camaraderie between teammates.

“ IF YOU'RE RUNNING YOUR ANALOGUE WORKFORCE WITHOUT LEADING PEOPLE DIGITALLY, YOU'RE COMPETING AGAINST ANDY'S COLLEAGUES AT NEXT THAT NOW OBVIOUSLY HAVE THE ADVANTAGE OF SPEAKING TO THEIR COLLEAGUES IN REAL-TIME ON A TWO-WAY BASIS.

AND WE THINK THAT'S WHAT'S TIPPED THE MARKET - IT'S THE MASS ADOPTION OF THE SMARTPHONE PLUS ANDY'S COLLEAGUES STARTING TO REINVENT THE LEADERSHIP GAME. ”

Rob Liddiard

CEO and Founder of Yapster



Through videos and posts, Social Leaders at Next can easily ensure that employee communication reaches their teammates on a company level - whether it be company benefits, social groups or celebrating individual success.

RESULTS OF THE ACTIVITY:

Before the implementation of Yapster and Reward Gateway's integration, Next colleagues struggled with reading through text-heavy communications from their higher-ups. It turns out that the issue had nothing to do with employees not wanting to be informed, but rather that the medium through which they were kept in the loop wasn't optimised – colleagues would rather receive short clips from their managers and directors. When teammates receive engaging content, they are more likely to consume it, but also to integrate it and interact with it.

Although the average contract at Next Plc is 16 weekly hours, the majority of users log into Yapster at least once a work day, making the headcount truly significant.

Next Plc is the current leader of Yapster's all-customer average engagement metrics.

PRE YAPSTER COMMS



“ **WHAT YAPSTER ENABLES US TO DO IS HAVE REAL CONVERSATION WITH THE COLLEAGUES** ”

Andy Latham

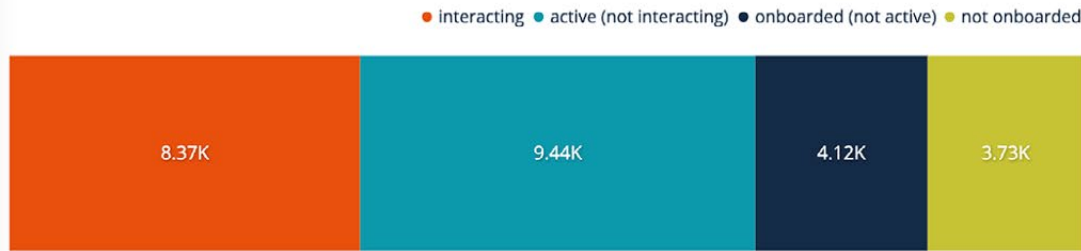
Group Health, Safety, Wellbeing, and Charities Manager at Next Retail Ltd



YAPSTER

ENGAGEMENT IN NUMBERS

Total users split by interacting/active/onboarded status



Definitions:

'Active' means that a user is onboarded and has accessed Yapster (but not necessarily interacted in Yapster)

'Interacting' means that a user is onboarded and has accessed and interacted in Yapster (i.e. sent a yap, posted to newsfeed, commented against or reacted to a post)

Onboarded: 85%

Weekly Active: 81%

% of onboarded users who have been 'active' at least once over last 7 days

Weekly Interacting: 38%

% of onboarded users who have been 'interacting' at least once over last 7 days

Daily Active: 54%

% of onboarded users who have been 'active' for at least 5 of the last 7 days

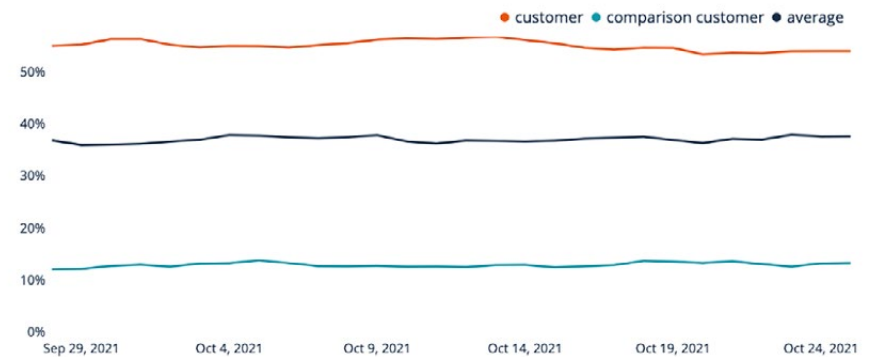
Daily Interacting: 4%

% of onboarded users who have been 'interacting' for at least 5 of the last 7 days

Weekly active % by day



Daily active % by day



“ NOW IT'S VERY MUCH MORE ABOUT DECIDING WHAT YOUR CORE MESSAGES ARE, DECIDING WHAT THE CULTURE IS YOU WANT TO DEVELOP, MAKING SURE THAT THE LEADERSHIP IS ALIGNED WITH THAT, AND THAT EVERY CHAT AND BLOG AND VIDEO IS ENGAGING ”

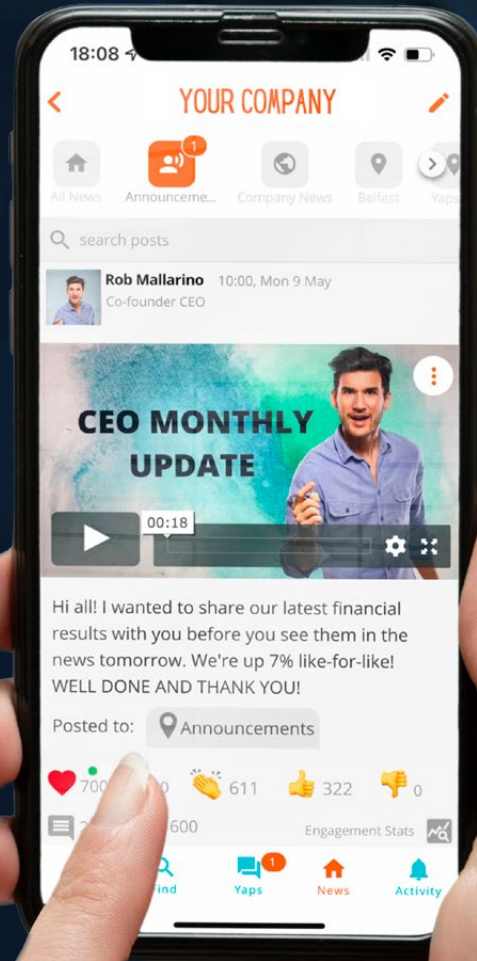
Andy Latham

Group Health, Safety, Wellbeing, and Charities Manager at Next Retail Ltd

IMPROVE ENGAGEMENT AMONGST YOUR FRONTLINE TEAMS WITH YAPSTER

At Yapster, we're the microphone and you're the band! Here's how we can help you achieve your goals and boost your team's motivation and engagement through our unique features.

-  **COMMUNICATE INSTANTLY WITH TEAM MEMBERS ALL ACROSS YOUR ORGANISATION**
-  **ACCESS YOUR DIRECTORY AT THE TOUCH OF A BUTTON**
-  **EMBRACE SOCIAL LEADERSHIP AND GUIDE YOUR TEAM TOWARDS SUCCESS THROUGH POSITIVE DIGITAL INCENTIVES**
-  **REWARD YOUR EMPLOYEES WITH INTEGRATED ACCESS TO THEIR PERKS AND REWARDS**



Book a demo with Yapster today to become a champion of Social Leadership and guide your teams towards success by boosting their engagement and wellbeing levels!

**THE FUN STARTS HERE!
BOOK YOUR DEMO**

www.yapster.co.uk/book-a-demo

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