After introducing a culture transformation programme in 2018, the Motor Insurers’ Bureau (MIB) were well on their way to developing a working culture that delivers the best possible people experience to all staff.

Two years into the transformation, along with a refreshed set of values (renamed principles), the natural progression was implementing a social recognition tool.

The search ended with Benefex’s OneHub | Recognition.
Who are MIB?

MIB was founded in the UK, 1946, and works alongside the police and other UK Government Departments to remove uninsured vehicles from UK roads and compensate victims of accidents caused by uninsured and untraced drivers.

Introducing OneHub | Recognition

It’s Benefex’s fun, simple, mobile platform that helps everyone in your business say a personal ‘thank you’, ‘well done’ or ‘congratulations’ with text, memes, videos and GIFs.

Recog - Employees can recognise peers anytime, anywhere from any device.
Reward - Budget holders can attach a little something extra for strong efforts.
Redem - Employees can instantly claim rewards from a whole host of retailers.

OneHub | Recognition enables employees to recognise their colleagues with personalized recognitions which are then displayed on a company-wide social feed. Recognitions are linked with a selected company value, and can be sent and received by anyone within the company – from a new starter to the CEO! The Reward element also allows specific budget holders to give monetary rewards alongside recognitions. Employees with a reward on their newsfeed will receive the reward and be notified by email.

Embedding values through OneHub | Recognition

With new values (or, as MIB call them, principles) including ‘Customers First’, ‘Think Big’ and ‘Inspire’, MIB’s revamped core principles revolve around everyone as a customer, taking responsibility, collaboration, being open and challenging.

OneHub | Recognition was the perfect accompaniment – an intuitive social platform focused on peer-to-peer interaction that would be the ideal companion to MIB’s refreshed employee value proposition.

Not only could OneHub | Recognition reinforce the company’s new principles by encouraging employees to recognise their colleagues against these very behaviours, but it would nurture existing interdepartmental relationships, and help cultivate new ones.

We’ve seen a definite culture shift. Some people have been with us 15/20 years, and a year ago they were still working to the old ways; whereas now both with new people and long-time employees they can see why we actually needed to change, and they’re changing as well.

Sue Fenton, HR Operations Manager:

Would you like to adapt MIB’s story for your business?
Launching in uncertain times

Benefex and MIB planned to launch OneHub | Recognition – under the name Spotlight – to MIB employees in mid-March 2020.

First, they needed to make Spotlight a reality. To do this, Benefex’s recognition and communication experts worked closely with MIB to create their very own recognition brand, tailored to MIB values, culture, and people. This included:

- Shining a light on gratitude
- Seeing the pressing need for recognition

Benefex and MIB decided to bring the launch of Spotlight forward, despite the difficulties presented by a virtual launch to an all-remote workforce.

Spotlight kicked off with a launch campaign provided by Benefex, introducing MIB employees to the platform and encouraging engagement. A manager-specific training course was also given, to promote top-down interaction from kick-off.

A few weeks after the initial launch, MIB offered a prize draw to maintain engagement and spark interest from those who had not yet interacted with the platform – for every recognition people gave they would be entered with a chance to win an Amazon voucher.

Spotlight’s official launch would begin with an announcement at one of MIB’s ‘town hall all-hands meetings. Unfortunately, despite best-laid launch plans, Spotlight launch had to be put on hold when the UK went into lockdown during the Covid-19 pandemic.

At first, it seemed Spotlight launch would be pushed back, but after an influx of employee shoutouts and requests for public thanks during MIB’s virtual town hall meetings, it was clear that recognition was needed more than ever because of Covid-19. Teams like the IT department, who usually functioned in the background, were now being publicly recognized. And, despite teams being separated into virtual workspaces, recognition was becoming more frequent than ever – all they needed was a platform. Despite the uncertainty, lockdown was in fact the perfect time to launch Spotlight.

Results

Just one week after launching Spotlight, employee engagement was at 25% – a level other businesses usually garner after several months. While momentum of engagement with any new platform typically builds over time, MIB’s employees were immediate enthusiasts.

It was clear; the very circumstances disrupting (and then accelerating) launch had created the perfect environment for recognition to thrive. With such a timely launch, employee engagement skyrocketed:

- 6667 reactions in the first five months of Spotlight
- 64% engagement score (10% higher than average)
- 145 recognitions given each month
- 113 GIFs used each month
- 86 recognitions first week of launch
- 70% of recognitions are team-based
- 40% of employees logged in first week

An intuitive, easy-to-use desk top site
MB-branded iPhone and Android apps
Plus. Recognition TV which allowed the Spotlight feed to be displayed with live stats, anywhere, in real-time!
More together than ever

While Spotlight was a clear hit with employees, it also gave MIB’s administrators some fantastic insights into their people and culture.

Thanks to the analytical capabilities of OneHub | Recognition, administrators can see when recognitions are given, as well as who is being recognised. MIB’s HR team noticed employees using Spotlight in the evening, on weekends, and are able to see first-hand which employees are championing their new culture.

One impressive statistic shows over 70% of MIB recognitions are awarded to a whole team, the highest level we’ve seen on OneHub | Recognition. This demonstrates that MIB’s HR team is consistently recognising team efforts, truly living and breathing their values of teamwork and collaboration.

Research shows that seeing others recognised makes us feel just as good – if not better! – than if we were recognised ourselves.

One impressive statistic shows over 70% of MIB recognitions are awarded to a whole team, the highest level we’ve seen on OneHub | Recognition so far. OneHub | Recognition offers the ability to recognize individuals, multiple people, or even a whole department. MIB’s employees consistently give team recognitions; truly living and breathing their values of teamwork and collaboration.

What’s next for MIB?

Since their launch, MIB have seen continued success with Spotlight as their culture transformation continues – and they aren’t slowing down! Fresh off their success with OneHub | Recognition, MIB are already planning the January 2021 launch of OneHub | Reward, an additional element of OneHub | Recognition which enables certain users to attach a monetary value to recognitions. To complete their suite of OneHub products, MIB have also recently launched MI Benefits to great success with a 40% login rate on launch day, through the OneHub | Benefits online benefits platform.

The power of ‘thank you’

Research shows that seeing others recognised makes us feel just as good – if not better! – than if we were recognised ourselves.

This is known as prosociality, and it explains how the power of saying thank you can boost MIB’s pattern of team recognitions. This is a perfect example of how OneHub | Recognition’s analytical capabilities showcase and elicit further recognition, keeping engagement with the platform high and people motivated.

For a business which was once “very siloed”, something as simple as a recognition can truly highlight how invaluable each team is, not only to the business, but interdepartmentally too.

A Happy Team Manager

“We’ve found Spotlight is so useful for quickly showing your appreciation or saying thanks to someone. You can do it in between meetings, while waiting for your coffee or on Saturday when you suddenly remember. I know from being on the receiving end that it makes you feel as good to be recognised as it does by recognising someone else. I’m feeling more positive about my work – more effective.”

Sue Fenton, HR Operations Manager:

“We get the email that someone in my team has got a recognition and I’m so happy – it makes me proud that someone in my team has done well and been recognised for their work. It truly highlights how valuable each team is, not only to the business but interdepartmentally too.”

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