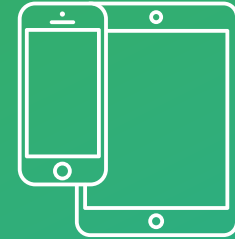




**Benefex™**  
A Zellis Company



# Motor Insurers' Bureau: Recognition in an uncertain time



**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.



Based in  
Milton Keynes



450  
employees



Split between long-  
service employees  
and new recruits

## 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.

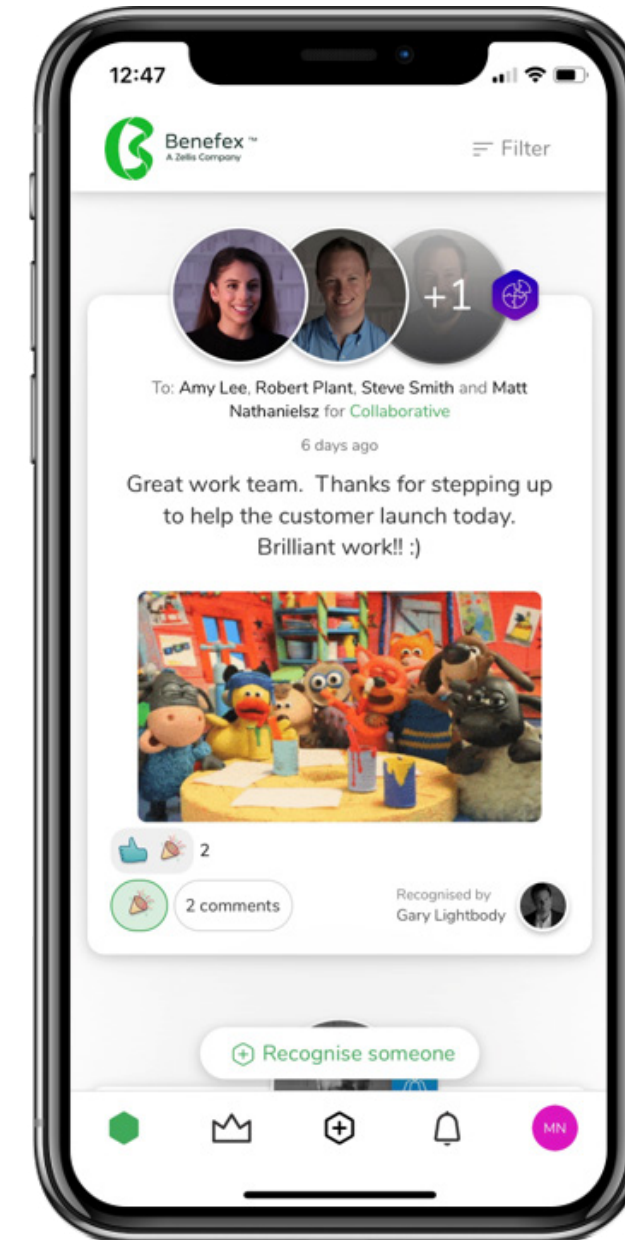
**Recognise** - Employees can recognise their peers anytime, anywhere, from any device.

**Reward** - Budget holders can attach a little something extra for their superstars.

**Redeem** - Employees can instantly claim rewards from a whole host of retailers.

OneHub | Recognition enables employees to recognise their colleagues with personalised 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 can then redeem this in the form of vouchers or e-codes from a whole host of retailers; whether they want to save for a big purchase or treat themselves right away! On the analytics side, administrators can view which individuals and teams are most active on Recognition, and can see which teams are collaborating well.



## 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 focussed 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.

- Echo company values
- Reward and encourage value-focussed behaviours
- Turn new joiners into champions of MIB's principles
- Bring long-service employees into the new culture
- Keep employees connected even while working apart

**Sue Fenton,  
HR Operations Manager:**

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.



# 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's values, culture, and people. This included:

An intuitive, easy-to-use desktop site	MIB-branded iPhone and Android apps	Plus. Recognition TV which allowed the Spotlight feed to be displayed with live stats, anywhere, in real-time!
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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's launch had to be quickly put on hold when the UK went into lockdown during the Covid-19 pandemic.

At first, it seemed Spotlight's 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 recognised. And, despite teams being separated into virtual workspace, 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.

## 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.

## 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



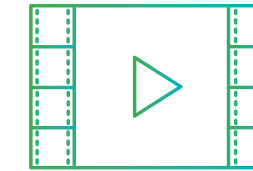
64%

engagement score (10% higher than average)



145

recognitions given each month



113

GIFs used each month



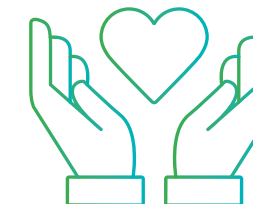
86

recognitions first week of launch



40%

of employees logged in first week



70%

of recognitions are team-based

# 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 so far. OneHub | Recognition offers the ability to recognise 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.

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.



# 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 snowball. MIB's pattern of team recognitions demonstrates this perfectly:

**When employees see recognitions for colleagues on their feed, it inspires a domino effect of other recognitions, and also encourages individuals to consider how they work within their team, and within the wider business.**

After launching Spotlight, as more of the executive team began giving recognitions, MIB saw a significant increase in engagement and recognitions given. Not only is a 'thank you' from an exec meaningful to the recipient, but it sends a powerful message to those who see it. With the addition of notifications for People Managers when one of their team is recognised, OneHub | Recognition creates a cyclical effect of showcasing and eliciting further recognition, keeping engagement with the platform high and people motivated.

## “ 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 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 so good to be recognised, so if by recognising someone else I'm making them feel good too – that's fantastic.



# 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% log-in rate on launch day, through the OneHub | Benefits online benefits platform.

## “ Sue Fenton, HR Operations Manager:

When I get the email that someone in my team has got a recognition, I'm just so happy – it makes me proud that someone in my team has done well and been recognised for their work. The way OneHub | Recognition highlights those little moments of appreciation has really brought out the best in our people.





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