

# Annual Impact Report

# 2022

# The only platform that streamlines employee recognition, reward, benefits and incentives **under one roof.**

Rippl revolutionises employee engagement. Personalised to your business needs, our platform connects and nurtures global, deskless teams to create happier, more motivated, more productive employees.

Our 2022 report showcases the impact Rippl has delivered to our customers. Here, we'll also explore key learnings and recommendations for how HR leaders can transform their People strategy for the next 12 months and beyond.



## Key learnings from **2022.**



Chris Brown, Managing Director:  
**A look back at the last 12 months**

2022 has been another challenging year for HR. The ongoing impact of Covid and Brexit has rewired ways of working into a hybrid model that's now here to stay. And for businesses to attract, hire and retain the best people, HR leaders have needed to evolve their employee experience.

The last 12 months have particularly amplified the power shift from employer to employee. In a candidate market more intense than ever, increased competition for talent has led to businesses working ten times harder to fill roles that were previously snapped up. Retaining these hires has presented a separate challenge altogether.

With across-the-board pay rises no longer feasible under increasingly restricted budgets, employers have been challenged with exploring alternatives for supporting their employees with the cost of living, alongside maintaining a compelling EVP to remain in the race for future talent.

In response to this, Rippl has made proactive and pivotal strides to deliver an employee experience like no other. Our in-platform discounts and savings have enabled salaries to stretch further through perks including 12% off weekly shops, equating to significant yearly savings.

As is often the case during uncertain times, we've heard HR leaders place focus particularly around EVP and retention, plus the need to 'streamline' and 'consolidate' their ever-multiplying people platforms. To address these challenges, Rippl extended its platform experience and launched a dedicated employee benefits area.

Completely agnostic, our customers can either host their existing perks or choose from our broad selection of hand-picked partners.

Delivering these accessible, first-class employee benefits to Asda, Charlie Bigham's, FSB Technology and The Wine Society has certainly been a highlight this year. And what is success without your people; I'd like to take this opportunity to give huge thanks to the team behind Rippl who made it all happen.

Across 2023, we'll grow Rippl's benefits offering globally and continue supporting businesses to effectively recognise their people. We believe the companies that develop a culture of recognition, and authentically celebrate success, will be the organisations that prosper in 2023.

If you want to chat further about how Rippl can boost your employee productivity and retention for 2023, drop me an email: [chris.brown@rippl.work](mailto:chris.brown@rippl.work)





# Big platform. Big players.

“ Working with the team at Rippl has been incredibly rewarding for everyone involved. We were supported throughout our journey through regular communication from the Rippl team and a dedicated account manager. Through the Rippl platform, we were able to put our vision for our people into action and significantly increase recognition and engagement amongst our team. Peer-to-peer recognition, and visibility of it, has significantly increased, whilst our managers continue to recognise people who demonstrate our values. We look forward to continuing our partnership and getting even more people on the platform!”

People Business Partner  
**Charlie Bigham's**

“ Rippl provides us with an easy to get to grips with, pre-built tool that instantly has given us an engaging platform to connect with our teams. It doesn't stop there though, the team at Rippl listen to our needs and help us develop and automate our specific ideas and requirements to reduce admin and make us more efficient as a business. The platform helps us achieve high impact results within our UK store team network and a great example of an idea developing from a small acorn is Store incentives. These are now run in Smile and our teams love to get competitive which drives the results we're aiming for!”

Dealer & Third Party  
Relationship Coordinator  
**bp**

“ The visibility of achievements is fantastic and encourages the behaviours of recognition not just for individuals but teams too! The platform has created a positive and infectious way of providing feedback which is continuing to grow across Computacenter.”

Senior Business Partner  
**Computacenter**

## We made waves in 2022.

Rippl's platforms have created over 250,000 happier, more engaged employees worldwide.



But don't just take our word for it.  
We like to let data do the talking:

**117,000+**  
employee recognitions sent

**80,250+**  
work anniversary milestones celebrated

**4.6/5**  
average user support score

**70%+**  
average employee registration rate

**9.0/10**  
average customer satisfaction score

**8.7/10**  
average product satisfaction score



# Why benefits must be reimagined in 2023.

At Rippl, we know your people are your most critical asset to success. Yet, 2023 presents HR leaders with one of the most challenging years to date in terms of engaging, maximising and retaining talent. Now more than ever, businesses need to place their brand above the rest through delivering an experience that truly supports and motivates their employees to reach their potential. Enter: benefits reimaged.

## A changing workforce.

By 2025, Millennials will make up 75% of the global workforce. This demographic shift brings with it a significant evolution in employee priorities that businesses must address if they want to remain competitive in the race for the best talent. Traditional, outdated employee benefits are no longer resonating. To hire, and importantly retain, their future leaders, employers must evolve their benefits packages to offer meaningful and creative perks that reflect a growing, modernised breadth of needs.

## A noisy market.

Engaged employees are 87% less likely to leave their roles. And as the competition to attract, hire and retain the best talent intensifies, it's not surprising that 47% of HR leaders have listed employee engagement as a top priority for 2023. Businesses looking to sharpen their employer value proposition (EVP) must re-evaluate their benefits offer. Through offering discounted vouchers and savings schemes, employers can actively support their people with the rising costs of living and remain competitive.

Just a few of Rippl's benefits include:

- 🕒 Discounted vouchers to over 150+ UK retailers
- 🕒 Access to 24/7 GP and mental health services
- 🕒 Green car salary sacrifice scheme
- 🕒 Financial wellbeing and support
- 🕒 Employee Assistance Programme
- 🕒 Cycle to Work scheme
- 🕒 Health cash plan
- 🕒 Holiday buy back
- 🕒 Salary advance
- 🕒 Tech scheme

## The rise of diversity and inclusion.

The demand for HR leaders to create a more inclusive workplace for diverse, multi-generational teams continues to grow in 2023. Yet worryingly, only 27% of HR leaders anticipate their wider D&I agenda to influence their current benefits offer. But one size no longer fits all. Rethinking traditional benefits packages is crucial for enabling employees of all backgrounds to access schemes, services and support that will meaningfully empower them to unleash their potential at work – and for businesses to deliver on their D&I commitments.

## Give your people more.

Rippl's technology reimagines traditional employee benefits. Our streamlined and dynamic digital benefits catalogue can be accessed anytime, anywhere by everyone in your organisation. Rippl's benefits are personalised to your business and delivered alongside employee recognition and reward in a centralised, scalable platform that maximises the potential of your people.

**Chat to us** about how Rippl can revolutionise your employee benefits, recognition and reward programme in 2023.

# How is your employee engagement delivering ROI?

Our Customer Success Team works alongside each of our Rippl partners to ensure their platforms are maximising return on investment, optimising engagement and boosting employee retention.

We're big believers in data. So we built a clever ROI Calculator for HR leaders to quickly assess the performance of their existing employee engagement programmes. Our calculator evaluates your current costs, return on investment, and highlights areas to improve so you can achieve your retention goals and business savings.

Get your free result **here.**



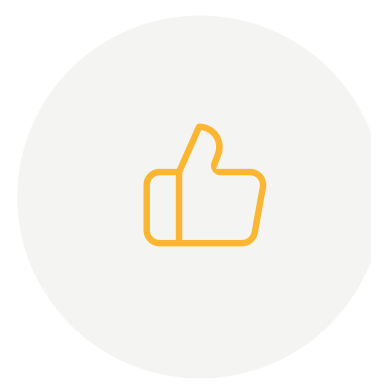


# Transform employee engagement **with Rippl.**



## Branded to your business

Design and deliver a platform personalised to your business needs, under your own brand so your people feel at home.



## Recognition

Celebrate peer-to-peer recognitions, nominations and awards for individual and team triumphs, big and small, in a centralised timeline.



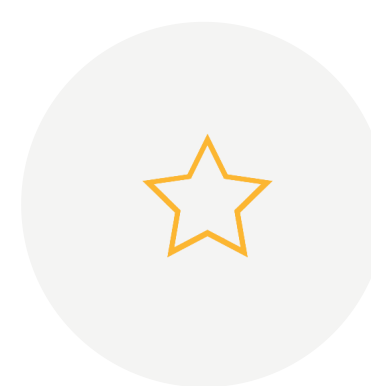
## Reward

Distribute reward points to digital wallets to celebrate key moments and achievements.



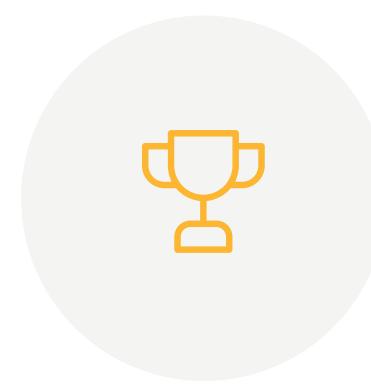
## Reporting

Track and optimise programme performance with live data insights, supported by a dedicated Customer Success Manager.



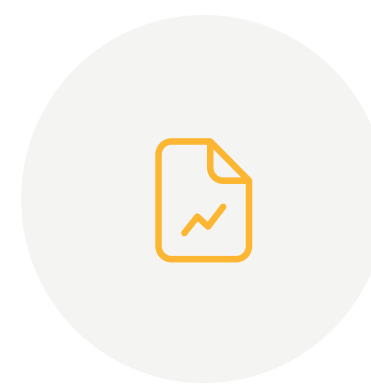
## Benefits

Streamline all your employee benefits under one roof, for your people to access whenever they want.



## Incentives

Create configurable incentives targeted to relevant employee groups, and reward top performers with digital vouchers.



## Feedback & surveys

Provide regular feedback loops through in-platform employee surveys, polls and idea submission forms.



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During our ‘Heroes’ virtual award ceremony, in which we celebrated the stand-out stars of the network, winners were chosen from the Rippl social timeline. Van Stars gave me, and the judges at HQ, visibility of everyone’s outstanding work and attitude. Without it, I’d have had no idea of how many wonderful things were happening out there, every day.”

Former Managing Director  
Mercedes-Benz






# Let's chat.

Talk to one of our experts about how Rippl can support your business [here](#).

Or [join the Rippl community](#) to stay up to date with the latest news, events and opportunities.

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