



Globally Consistent Recognition and Rewards

A CASE STUDY

A global energy business with wide reach across the world, bp is reimagining energy for people and the planet. Its 73,000 employees across a number of businesses are working to dramatically reduce carbon in their operations and grow new low-carbon businesses, products, and services.

Everyone who works at bp is guided by these core values: safety, respect, excellence, courage, and one team. A steadfast commitment to these values helps bp address the dual challenge of meeting society's need for more energy, but with significantly fewer emissions.

This case study explores how bp partnered with Workhuman® to implement a modern recognition and reward solution to engage its global employee population.

The challenge

As with any large, global company with several lines of business, bp's challenge was implementing a consistent recognition system that was valued by all employees and offered a positive user experience.

Prior to partnering with Workhuman, "there was no consistent program across the company ... Often each country or business was doing their own thing," says Susan Snelling, Head of Global Reward Operations at bp. Some parts of the organization were giving one-off cash bonuses, while others were using technology developed in-house that allowed managers to give vouchers only to their direct reports.

"The data wasn't great because we had no central way of managing it," adds Susan. "We estimated that only around 30% of our population received any formal recognition and typically the budget was not fully utilized either."

Feedback from employees was that giving recognition was too complicated at bp, and they wanted to be able to recognize colleagues across departments. As such, the Upstream business made recognition a top priority, which opened the opportunity to partner with Workhuman and dramatically improve the employee experience.

The solution

In partnership with Workhuman, bp launched its first global, peer-to-peer reward and recognition solution, Energize!

The program has been especially helpful in engaging bp's non office-based workers. "They are really big users of Energize! It's great to see how well it's been used across all our populations," says Susan.

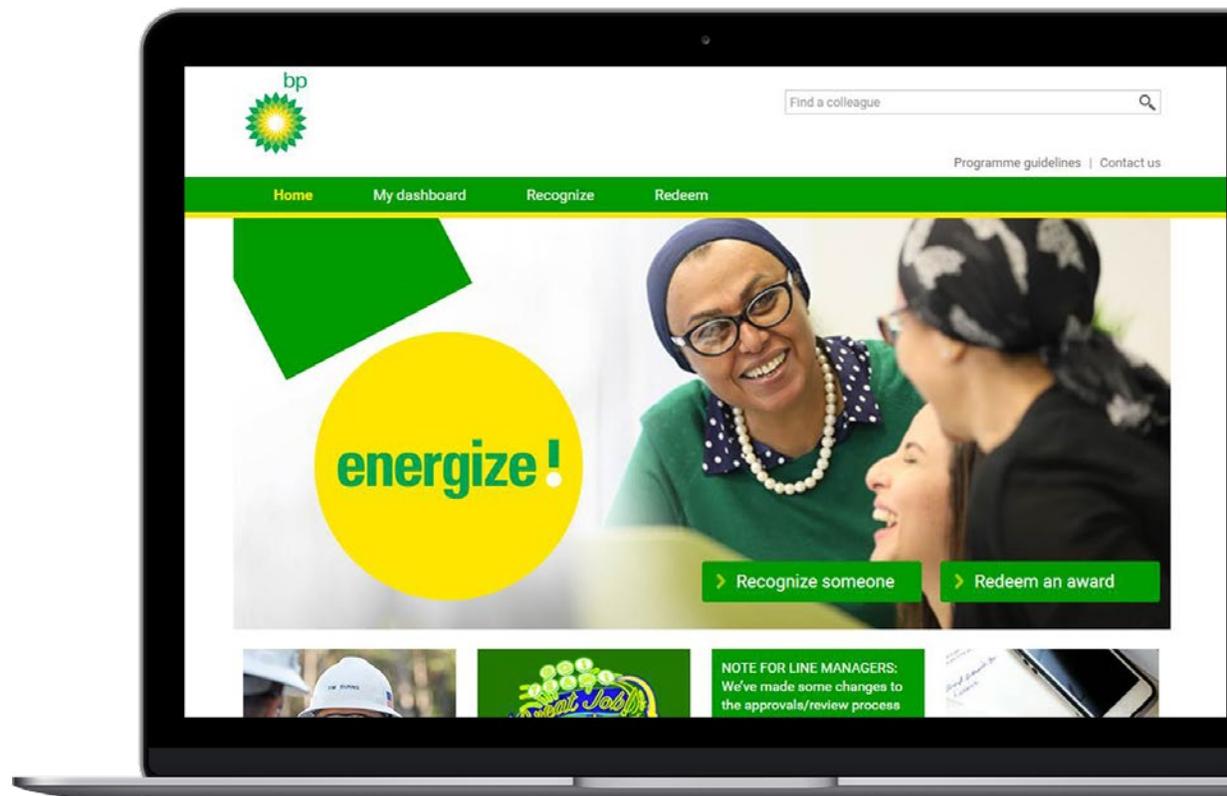
bp has also been able to integrate other strategic reward programs seamlessly into Energize!, further enhancing the employee experience. One such integration has been with Helios, a program that celebrates best-in-class programs at bp and culminates in a prestigious awards ceremony.



This allows us to very easily recognize people from all over the world which, in a traditional HR system, you might not be able to do quite as easily ... It's great to see the connections and interactions between countries and functions.

SUSAN SNELLING
Head of Global Reward Operations, bp

The other program bp integrated is its employee referral program, previously only offered in certain countries. “Energize! offers a solution to the typical issues associated with trying to run a globally consistent program. For example, how do you set appropriate award levels across different countries? Energize! allows us to expand the eligibility for receiving awards ... This technology allows us to consolidate different programs into one consistent platform,” says Susan.



The result

With a globally consistent recognition and reward program, bp can see very clearly how core values like safety are being lived every day. “With safety as one of our core values, it allows our employees to recognize each other for their contribution to safe operations,” says Susan. “We can use this to reinforce these great behaviors.”

Momentum for Energize! was immediate – in the two months following launch, there were 12,000 recognition moments. “There was quite a bit of excitement to have something so new and so modern. Feedback from some of our unionized technicians was that this is the single most positive thing we have done to engage them – great feedback from this population!” And the enthusiasm for the program didn’t end there. Since launch, bp has recorded more than 500,000 recognition moments.

500k

500,000+ recognition moments since Energize! launched

50%

50% lower turnover for new hires recognized through Energize!

66%

66% lower turnover for employees who receive three awards per year

What's more, data shows more frequent recognition received through Energize! is associated with lower employee turnover. Recognized new hires have 50% lower turnover than their unrecognized peers. In Hungary, employees who receive just three awards per year saw turnover cut by 66%.

As bp continues to evolve Energize! and see strong results, Workhuman is there every step of the way. "One of our bp values is 'one team,' and that's absolutely the way it's been with Workhuman. We feel Workhuman is a very innovative company and we're excited about the future possibilities."



This is a dynamic engagement solution. It's intuitive, allows recognition within and across teams, and leaves both the giver and the receiver feeling good.

ASHOK PILLAI
SVP Reward and Wellbeing, bp

To learn how recognition can drive retention and engagement at your company, get in touch.

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