

## LUMO CASE STUDY



### Values approach to employee engagement boosts retention

#### BUSINESS SITUATION

Lumo Energy (Lumo) is an Australian-based home and business energy retailer supplying electricity and gas to half a million customers across New South Wales, Victoria, South Australia and Queensland. Formed in 2004, the company has a thriving Melbourne workforce of 600 people.

In 2012 Lumo refreshed its brand identity and created a set of five values to be lived and breathed by every member of staff, from the way the phones are answered to the way the sales team deals with customers. Lumo wanted to see 'awesomeness' through:

- Taking pride in who we are and what we do
- Passion for our customers
- Working together to drive results
- Being easy to deal with
- Constantly looking for a better way

At its heart, this strategy was designed to decrease staff turnover and increase general happiness. Every employee has the potential to be awesome, bright and luminous, and Lumo wanted to make sure employees felt this.

#### BUSINESS SOLUTION

Lumo engaged us to help develop an employee reward and engagement campaign to reinforce their five brand values. With support from the lead account manager and executive team, we developed a plan to bring Lumo's vision to life. From the programme design and voice to the key metrics tracked, everything was developed to ensure high engagement levels and a return on investment.

Together we created 'Luminosity', a rewards programme designed to celebrate awesomeness in a number of different ways. The programme rewards members for length of service, birthdays, and value-driven awards, as well as specialised rewards for individual departments and clubs.

We led training sessions with the management team a week before the official launch, making sure they understood why recognition was so important, and how the programme would work with them to build awareness of the company values in a fun and engaging way.

The day of the programme launch, 1st February 2013, employees arrived at work to be greeted by massive Luminosity signs swinging from the rafters, bright orange balloons and an excessive amount of Luminosity-branded cupcakes.

Programme coordinators had spent hours individually creating desk drops, filled with goodies and a personalised welcome letter from the CEO. We then led a full training

## BUSINESS SOLUTION CONT.

session alongside their in-house motivation coaches, including games and exercises, to make sure they knew how to use the programme, the five values they needed to demonstrate in their day-to-day business and to build excitement.

We developed user guides for staff to refer back to at any time, and that can be given to new starters. Staff can access a programme FAQ sheet, with tips on earning points and criteria for submitting an award through the system.

With every point a member earns, it gets them closer to a reward in the online gallery, and they can track their progress towards a particular reward with our popular dream tracker feature. And with over 37,000 rewards, staff can choose their own incentive – from coffee machines and the latest in electronic goods to outdoor furniture, camping gear and cruises.

## RESULTS

After the launch party, we got to work on tracking engagement with the programme, from the amount of nominations made to the login rates of staff members and the number and type of rewards redeemed.

## INCREASED ENGAGEMENT LEVELS

Our current login rate benchmark for employee recognition programmes is 80%. In the first month after Luminosity launched, login rates reached 100%. Month on month, the average login rate is 92%, far exceeding the benchmark and clearly showing that staff are motivated to participate.

From time to time, Lumo will run a game or competition to remind staff to use the programme and give them chances to win more points. Staff members are also encouraged to suggest new ways the programme can be used such as adding competitions to win amazing travel and entertainment experiences: one lucky employee won a trip to see Michael Bublé at the O2 arena in London.

## GREATER VISIBILITY

We work closely with the programme administration team at Lumo to ensure the site is handled according to their requirements, and they get reports on the metrics they want to measure to show engagement and ROI. From seeing when employees logged in to redemption rates and dream tracker reports, staff download the information they need in literally three clicks.

## TAILORED SUPPORT

Luminosity is incredibly flexible, and Lumo were able to choose what they wanted to handle in-house and what they wanted us to manage for them. The programme team took the lead on managing member updates but all other programme updates were handled by us, within four hours of the request being sent through.

## EASILY REWARD OUTSTANDING PERFORMANCE

If a staff member receives several nominations over a quarter or year, they are automatically put into the consideration set for the 'Luminous Quartus' and 'The Grand Luminous'. These prestigious awards are accompanied by several high-fives, pats on the back, handshakes with important people, a whole bunch of points and a massive public ceremony celebrating the member's luminous qualities and awesomeness.

## FAST REWARDS

When a staff member purchases a reward, the request gets sent through to our global fulfillment team. They then distribute it to the area's local supplier who works tirelessly to get the reward packaged up, on the truck, and to the Lumo office within five working days - talk about fast! Staff get regular updates on the status of their order, and when the package arrives the whole team gets to see what being awesome can get you.

## BETTER COMMUNICATION

Each staff member has an individual profile where their awards and points are logged, they can nominate colleagues and keep up to date with the latest information on the programme as well as important company news.

## STRENGTHENED COMPANY VALUES

In an average month, 20% of staff members in the programme are issued value-based awards. These awards are tied to the company's five values, and the description of the achievement always ties in well with the value. As a result of the Luminosity programme, Lumo has seen retention levels increase, company values reinforced, and a boost in overall staff morale.

The Luminosity Programme was announced as the winner of the IMA 2015 Circle of Excellence Awards in the 'Recognition' category, presented at the association's 16th Annual Executive Summit in Nashville, USA.

Launched in 2000, the Circle of Excellence Awards identifies and recognises outstanding examples of successful customer and employee incentive programmes designed to help drive business, where both the company and the incentive marketing partner are recognised.

Both Lumo Energy and Power2Motivate are proud to have designed, created and implemented such a valued and recognised programme which highlights the positive impact 'Luminosity' has made for both staff members and the business as a whole.

PARTICIPATION & LOGIN  
RATES ROSE FROM

**80% TO 100%**

IN THE FIRST MONTH

ON AVERAGE  
PER MONTH

**20%**

of staff members in  
the programme are  
issued value-based  
awards.

RETENTION LEVELS

**INCREASE**

COMPANY VALUES

**REINFORCED**

BOOST IN OVERALL  
**STAFF MORALE.**