

Case Study



Vivup Staff Benefits Warwickshire County Council Staff Benefits (319)

The requirement

Warwickshire County Council wanted to ensure that their employee benefits platform was fit for purpose and valued by their staff. They needed a programme which could be cost neutral and help their employees to generate savings. The team felt their existing platform did not meet these requirements and was unfit for purpose, with very few employees accessing it and uptake low. The challenge was to secure a solution which increased engagement and registrations, as well as encouraging to use their benefits online.



The Solution

Vivup was selected because of our service, the easy platform registration process and overall user experience.

Vivup and Warwickshire County Council worked together to build a bespoke and fully branded employee benefits platform for the Council's workforce, ensuring it was optimised to allow employees working from home to access it with ease.

Following a soft launch, the platform was rolled out to all employees across the Council's multiple locations. In addition to its use as a central hub for staff communications and engagement, the platform includes relevant benefits such as Lifestyle Savings and Cycle to Work.

These two benefits offer the Council employees:

- Access to a huge range of instant discounts from online retailers and high street favourites
- Allows employees to make savings on everyday expenses such as supermarkets, home and garden, utilities, with no administration required from the Council's HR team
- Support for physical, mental and financial wellbeing with Cycle to Work

Because communication was key to the challenge, Vivup delivered a suite of bespoke and branded launch employee communications via the platform's CommsHub. This included a range of print and digital collateral, such as high impact emails, flyers and explainer videos, which were circulated to employees to drive registrations on their new benefits platform.

A registration prize draw also incentivised employees to register within the first month to win an Apple bundle.

As part of the ongoing engagement plan, Vivup supply monthly employee communications for their team to share with their workforce and have regular catch up calls with their Client Success Manager to ensure that the programme is delivering the results needed and employees remain engaged.



“We have been delighted by the engagement with our new employee benefits platform. In the first month alone, we had well over 1,000 staff registrations. Vivup has been fantastic in their support of the launch and the programme, achieving take up across the workforce and our multiple locations that has exceeded our levels of expectation.

“The fact that Vivup has access to so many high street brands and supermarkets is really positive, especially in these challenging times. Our people are now making monthly savings on their weekly purchases and the feedback has been brilliant. Another major plus is that Vivup proactively provide ongoing workforce communications to keep our people connected so it's a major boost for everyone!

Jo Lockyer, Organisational Development Practitioner, Warwickshire County Council

The Results

Within the first month of launch, the Council saw a threefold increase in registration numbers.