



THE OPPORTUNITY GROUP AND PERKBOX:

Making 'One Team' a reality

Education company

43 employees

Fully remote

Perks hub, Wellness hub, Celebration hub, Culture hub

50 Flexi points a month



The Opportunity Group is an apprenticeship company that works with organisations to maximise their apprenticeships and ensure that emerging talent is ready for the future of work.

The business has a fully remote working model that allows them to attract a wider pool of talent and grow quickly. At the same time, this has brought challenges around things like appreciation and reward, as **Digital Programme Manager Gemma Wells** explains.

"When you're in an office it's very easy to share feedback and rewards. You can almost have a benefits package that fits the area you are in. When you go remote in the way we have, we're all quite spread out."

With this in mind, The Opportunity Group turned to Perkbox's global platform, which allows businesses with diverse and dispersed workforces to provide something for everyone.



"The challenge was to find a really good benefits package that would reward people consistently and suit everybody's likes and needs, based on where they were. It was really difficult to do that before Perkbox."

Gemma Wells, Digital Programme Manager

Using reward and recognition to pump up their people

One of The Opportunity Group's core values is '**One Team**', and they're passionate about using appreciation and recognition to emphasise that value. To this end, **Celebration hub** has been a key tool in their employee engagement armoury, with over **300 recognitions** being sent within the first year. Gemma says she's seen a visible impact on morale.

"We massively use Celebration hub. [It's] probably been the most impactful part of Perkbox for us. It makes us end the week on a high. When you can see your name tagged in that feedback, or you can read all of the feedback that's been shared for other people in the company, you feel quite pumped about all the good things going on."

Just as important as recognition is the ability to complement it with meaningful rewards. Perkbox's recently launched **Global Reward** tool – **a world first** – has made this possible, while making the process of managing budgets more simple. Administrators allocate reward points to managers, who can give these to their team members as and when they see fit. Employees then choose what to spend their points on – opting for anything from a meal delivery service to an exercise class.

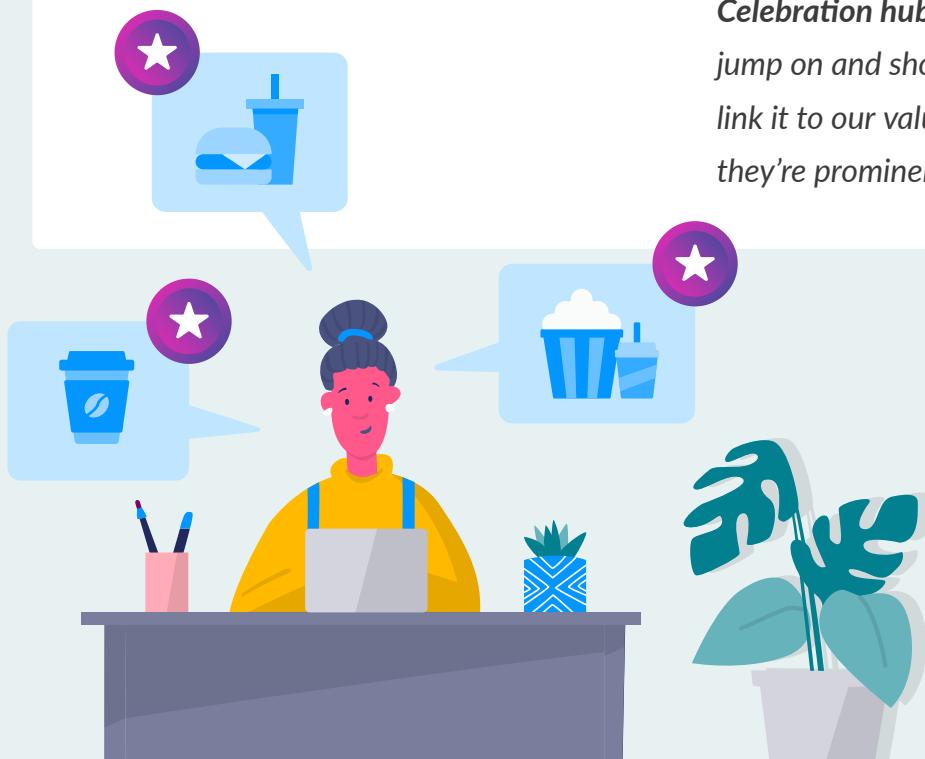
"We'll definitely utilise the Reward points more, now that budgets are set for the team managers. We can set those budgets for team managers and the rewards will start to be shared more frequently. It allows them to have that freedom to reward their teams as well."

Part of the everyday culture

At Perkbox, we provide ongoing engagement communication, as well as making sure the platform is kept fresh and updated.

This includes adding new discounts on **Perks hub** – which has seen The Opportunity Group's employees save thousands within their first year – and a constantly growing library of wellbeing content on **Wellness hub**, which has been especially useful.

"We've started to utilise Wellness hub... We've done lunchtime workouts for people, we've promoted the mindfulness webinars. We want to promote a healthy culture across our team."



Keeping company values front and centre

Another challenge with dispersed workforces is ensuring everyone is aware of important information and principles, such as values and objectives.

The Opportunity Group were fully aware of this and have used various elements of the Perkbox platform to help.

*"It has been a challenge to make sure everybody's engaged and seeing the different things going on. We've used **Culture hub** to promote things – like the EAP benefit we have, and just sharing our values."*

*The biggest feedback we get is they love **Celebration hub**. [It's] something easy to jump on and shout about – and we can link it to our values as well so we know they're prominent in everyone's minds.*

Communicate, collaborate and celebrate

Perkbox is a major part of The Opportunity Group's day-to-day employee offering, as demonstrated by a **97% activation rate**. The platform has also been used to attract new talent, with Gemma stating that it's utilised in the "*interview process and even in the adverts for any job roles we put out there.*"

Ultimately, the more dispersed workforces become, the more important culture and communications will be – both to keep existing employees happy, and to attract a candidate base that's highly in demand. It's something The Opportunity Group put at the heart of everything they do, and we're happy to play our part in this.



"Since implementing Perkbox, it's definitely created more of a structure around how we can communicate things. We can create a bit more engagement around the comms we send out and it encourages collaboration and celebration a lot more. It's definitely helped strengthen our culture."

Gemma Wells, Digital Programme Manager



This is a boiled-down version of The Opportunity Group's success story.

You can find the full version [here](#).



Caring for, connecting with and celebrating your employees across the globe

Perkbox is a global benefits and rewards platform that allows companies to care for, connect with and celebrate their employees, no matter where they are or what they want.

An illustration of a person with a beard and a baseball cap, wearing a grey t-shirt, pointing towards a tablet screen. The tablet displays the Perkbox homepage. The page features a blue header with the Perkbox logo and navigation links like 'Why Perkbox', 'Platform', 'Resources', 'Pricing', 'About', and 'Contact'. Below the header is a main section with the heading 'Harmonise your employee benefits and rewards' and a bulleted list of perks: 'Provide over 1,000 perks and discounts', 'Recognise and reward employees', 'Give access to curated wellbeing content', and 'Centralise company updates and benefits'. There are two buttons at the bottom of this section: 'Request a demo' and 'Learn more'. To the right of this section is a collage of various employee perks and announcements, including a 10-minute meditation, Friday's announcement, newest perks, cycle to work scheme, presentation feedback, and Uber savings. A speech bubble from the character points to the 'Learn more about Perkbox' button, which is located in the bottom right corner of the tablet screen. At the bottom of the tablet screen, it says 'Trusted by over 4,500 businesses' and lists logos for Wasabi, Bosch, Honeywell, CBRE, trainline, and Purple Bricks.

We also host events, publish ebooks, write articles and create videos that will help you build a happy, healthy and motivated workforce.

See the platform in action