







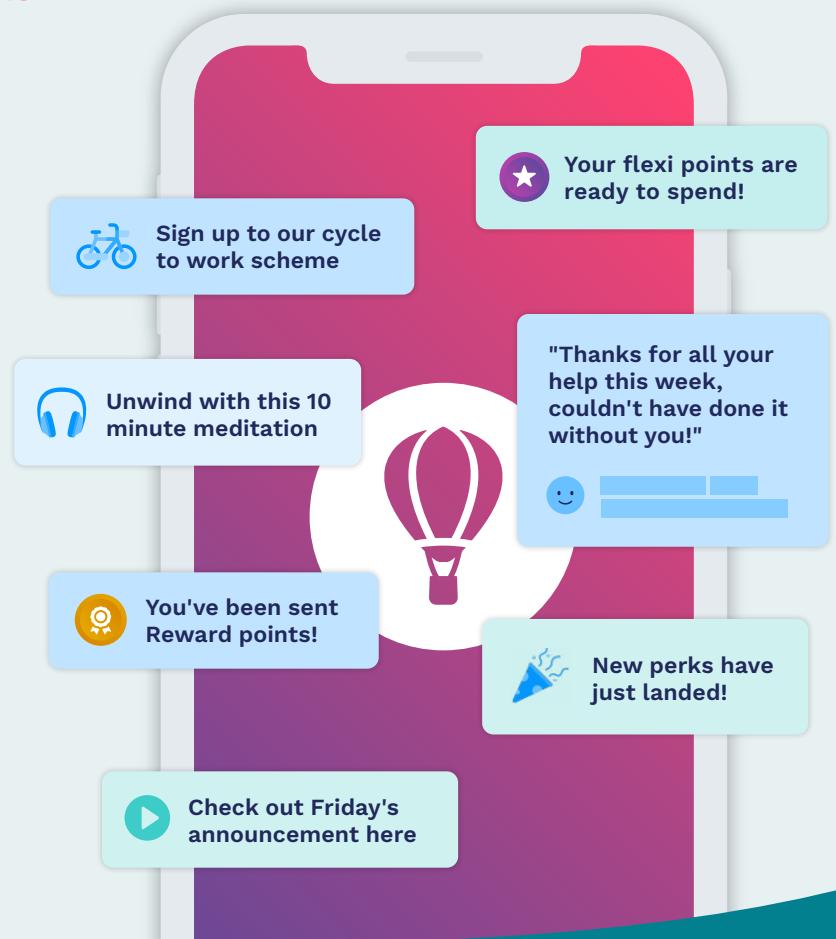
# HAVAS PEOPLE AND PERKBOX:

## Reward and recognition done globally, yet simply

-  150 employees
-  UK, USA, Australia + remote
-  10 Flexi points a month
-  95% of employees rewarded

### Key challenges:

Emphasising company values  
across all locations



Havas People is a talent communications agency, part of the wider Havas group, which is the fifth largest marketing communications network in the world.

Havas People has over 150 employees across the globe — with offices in the UK, USA and Australia, as well as remote employees across the globe.

One of these is **Rebecca Zoli, People & Talent Advisor**, who's based in Italy. She explained how reward and recognition

was a core part of her people initiatives, but the challenge was linking this with the Havas People company values. She also wanted to make rewards applicable to employees across all locations.

Her team had started putting things in place back in 2020, but the arrival of Perkbox — which enables rewards and recognitions to be linked with values — took this up a level.



**"We're trying to be inclusive as much as possible, so the team of 15 people in New York doesn't feel detached from the rest of the company. That's where Perkbox is great."**

**Rebecca Zoli, People & Talent Advisor**

*"We always try to have some sort of system in place to reward and recognise our employees. But it was difficult to keep the values in people's minds every day. We decided to implement Team of the Month and Employee of the Month awards and we now use the Perkbox platform to link these awards to our values. We also give over 3,000 Reward points to whoever wins Employee of the Month, and over 1,000 Reward points to everyone in the Team of the Month."*

### **International exclusivity**

It's also important to equally celebrate people from different departments and locations. Perkbox's location-agnostic platform provides a consistent experience for every employee, by allowing people to recognise each other no matter where they're based.

*"We talk mostly about project teams — people in different departments and locations working on the same client or projects. So while the majority of our employees are in the UK, our winners for Team of the Month are a mixture of people across different countries. It makes everyone feel like they are one team, regardless of where they are."*

*We're trying to be inclusive as much as possible, so the team of 15 people in New York doesn't feel detached from the rest of the company. That's where Perkbox is great."*



## Rewarding for every location and lifestyle

As the business grew, rewarding became trickier, but Perkbox's global tool — the first of its kind — enabled them to have something in place.

Rebecca can send Reward points directly to her employees, or allocate points to managers to send to their teams. Employees can then spend them on a range of rewards from our catalogue, or save them up for a bigger reward.

Over 95% of the Havas People workforce has received Reward points since the tool launched, with a near 50-50 split between employees choosing to spend immediately vs save.

Rebecca says the fact that it's truly global is exactly what her business needs.

*“When you have a team or employee winning an award in, say, New York, the value of a reward through payroll is not the same. Now that we are expanding globally, Perkbox has really allowed us to reward everyone.*”

*“For Christmas, we used to send people a hamper. But obviously the challenge was finding suppliers in all the different locations we have, and all the costs that come with it. And then thinking ‘what if that person is allergic to this?’, or ‘what if they don't like what's in the hamper?’”*

*With Perkbox, we can send points to everyone and people can decide what they want to use it on.”*





**"Whatever type of reward we want to give, we want to use Perkbox because it makes such a difference to our employees."**

**Rebecca Zoli, People & Talent Advisor**

## Easy and instant administration

As well as offering choice to employees, rewarding through Perkbox brings simplicity to employers. Rebecca says having everything in one place has made her life "much easier", adding:

*"Having a global team, I deal with the New York team, the Italian team, the Irish team, the Australian team. Instead of setting up 5 different rewards through payroll, I can now do it myself. All I have to do is top up our pot, and whenever we need to send something to an employee in Sydney or New York or Dublin, or wherever, I can do it and it takes me seconds."*

## In for the long haul

With a 100% activation rate, it's clear that Havas People employees are engaged and bought into Perkbox. Combine this with the fact it's a truly global platform, and you can see why Rebecca wants to continue using it for her reward and recognition needs.

*"It's been three years and people are really happy using the system... Having one platform that works for so many countries is very unique, so it's definitely something we want to keep for the future."*

*Whatever type of reward we want to give, we want to use Perkbox because it makes such a difference to our employees."*

**This is a boiled-down version of Havas People'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 rewards and benefits platform that allows companies to care for, connect with and celebrate their employees, no matter where they are or what they want.

The screenshot shows the Perkbox website homepage. The navigation bar includes 'perkbox', 'Why Perkbox', 'Platform', 'Resources', 'Pricing', 'About', 'Contact', 'Request a demo', and 'Log in'. The main heading is 'The world's first global employee rewards & benefits platform'. Below this are four bullet points: 'Recognise and reward employees', 'Provide over 4,000 benefits and discounts', 'Give access to curated wellbeing content', and 'Centralise company updates and benefits'. There are 'Request a demo' and 'Learn more' buttons. The central graphic features a globe with various perks and discounts available worldwide, including 'Unwind with this 10 minute meditation', 'Uber Save on every ride', 'Check out Friday's announcement here', 'Send rewards to anyone', and 'Perks and discounts available worldwide'. A testimonial box says 'Thanks for all your help this week! Couldn't have done it without you.' A speech bubble on the right says 'Learn more about Perkbox'.

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](#)

