



GAMESTEC

THE UK'S NO.1 IN ELECTRONIC ENTERTAINMENT

Making employees fall in love with their benefits

Cost-effective strategies for boosting staff engagement

ABOUT US – As you have probably never heard of us.

Novomatic UK represents the UK's largest gaming industry operation comprising manufacturing, operating and distribution of gaming and other amusement equipment.

It is wholly owned by the NOVOMATIC Group.

The combined UK Group comprises of the following elements:

- Manufacturing firms Astra, Bell Fruit and Empire Games
- **National machine operator Gamestec**
- Machine Distributor RLMS Sales
- National AGC operator Luxury Leisure
- Gaming Content providers Mazooma and Greentube
- Live dealer solution specialist Extreme Live Gaming

NOVOMATIC
UK



Gamestec
NOVOMATIC GROUP

Cost-effective strategies for boosting staff engagement

- Largest gaming and amusement machine operator in the UK
- Employ over 750 people nationwide and over 3000 within Group
- Service excellence supported by 50yrs experience and expertise
- Suppliers to some of the largest Pub Co's in the UK managed and tenanted sectors
- Diverse product portfolio, includes AWP, SWP, Music, Pool and Lottery
- Highly regulated by UK Gambling Commission
- Members of British Amusement Catering Trades Association (BACTA)



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- Admin Centre and Contact Centre Leeds
- Commercial Centre Nottingham
- Nationwide distribution centres
- Majority of staff work out of their home address which brings particular problems when it comes to engagement
- We have a large number of company cars
- Not a 'destination' industry



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Numerous definitions of engagement exist, each with their different emphases.

CIPD: engagement has three elements:

- vigour (energy, resilience and effort)
- dedication (enthusiasm, inspiration and pride)
- absorption (concentration and being engrossed in one's work)

The strength of the CIPD's definition is in its focus on a specific physical and psychological state of being. However, it misses another aspect that is often seen as a central element of employee engagement, namely being aware of business context and understanding the line of sight between one's job role and the purpose and objectives of the organisation.

CLIMATE AND CULTURE – ONE SIZE DOESN'T FIT ALL

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Why we engage:

- Improve Company Performance
- Move from the 'must I' to 'want to'
- It makes sense to want people to be engaged in their work – "Happy People, Happy Customers, Happy Profit"

What are we trying to achieve?

- Team Work and improve collaboration
- Improve communication
- Attention to detail – Getting things right first time every time
- Inspiring Leadership
- Commitment to succeed

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Challenges:

- Increasing employee costs, Health Insurance – medical inflation running at +10% per annum, Life Assurance costs rising, Income protection cost rising
- Pay, is increasing, and for some the National Living Wage will have had an impact – but it's still the most important factor, described as a 'deficiency need' in so far as, when we have enough money we never worry about it, but when we have too little we can't stop worrying about it
- A little benefit a large cost – Shopping voucher £25 benefit £18,000 cost
- Increasing competition for staff



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- Flexible working patterns
- Clean and Tidy offices, create a good environment to work in
- 'hold the door' politeness and courtesy
- Tea & coffee
- Jukeboxes – background music
- Childcare
- Discounted Gym membership
- Christmas cards and vouchers

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- **Cash plan** – Westfield, perceived value v the real cost – loads of benefits
- **EAP** – stress management – treat wellbeing seriously
- **Net pay rewards** – ‘Discounts and Rewards’
- **Cars** – BIK or salary exchange if appropriate – involve the team in deciding which cars should be in your fleet
- **Performance management** – people like to know how they are doing, Line manager – value of praise and its free!
- **Say thank you**

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In Summary

- Challenging business environment, attracting and retaining staff
- Size of company makes something's easier but:
 - Engagement is important and doesn't have to be expensive
 - Perceived Value v Real Cost
 - Your journey and thank you for listening