

PETROCHEMICALS CLIENT MOVES TO SOPHISTICATED R&R SOLUTION INTEGRATED WITH SAP® SUCCESSFACTORS®



Maximizing stakeholder value by
providing quality products and
services to our customers



CHALLENGES



SOLUTIONS



RESULTS

PROVIDING EMPLOYEES WITH RECOGNITION AND REWARDS PLATFORM TO BECOME “PARTNERS IN SUCCESS”

PUBLIC



JobPts

Understanding, engaging, and rewarding teams leads to the prosperity of the workplace

Our Petrochemicals client relies on the talent, skills, and dedication of the workforce to propel its growth. The values of excellence, quality, unity, advancement, trust and environmental health and safety provide their employees with a rewarding place to work. With the cross-cultural diversity on eight locations worldwide, our client needed to foster appreciation in its internal value chain. To get there, the company launched **Appreciate**, a comprehensive recognition and rewards program that shapes positive employee experience and promotes employee success.

EXCELLENCE
QUALITY
UNITY
ADVANCEMENT
TRUST
ENVIRONMENTAL
HEALTH AND SAFETY



PETROCHEMICALS INDUSTRY
WESTERN ASIA

Industry
Petrochemicals

Employees
Over 1,500

Active countries
25



OUR PETROCHEMICALS CLIENT BUILT AN EMPLOYEE-CENTERED ENVIRONMENT BY FOSTERING A CULTURE OF GRATITUDE AND APPRECIATION

The company was already using SAP in-house as a backbone to their operations. Over the past five years, they moved steadily towards the SuccessFactors® suite of applications. The next step was to implement an employee recognition and rewards solution to support employees' continuous success. Instead of implementing a solution in-house, they decided to rely on a well-known Employee Recognition and Rewards platform offered on the SAP marketplace. It was JobPts that provided most of the options the company needed.

Challenges

Our client is a global company operating internationally. They needed to integrate their main business' as well as their international subsidiary's R&R platforms into one system.

While their Canadian subsidiary was already using point-based recognition and rewards system, their HQ in Western Asia mainly used cash awards. In order to streamline and standardize recognition initiatives on different locations, our client decided to extend point-based recognition programs to the entire group. Our client was facing several challenges:

- Establish a modern yet simple peer-to-peer awards system replacing the one that was text-based with limited monetary values.
- Institute a global solution - streamline all recognition programs, on eight different locations by implementing integrated employee recognition solution under one platform.
- Drive employee engagement - introduce wholistic rewards and recognition program and improve employee engagement and experience.
- Provide simplicity-solve majority of back-end issues, including translations in a different language for the locations, taxes, and the payroll issues (resolve the disbursements based on rewards).

The integration with SuccessFactors, the international coverage, and the intuitiveness of the platform makes it natural to use it. It was very well received and easy to implement. We launched the system, and everybody started using it right away.

And that is where we knew we made the right choice.

- says our client's HR Specialist



HR Specialist at our Petrochemicals Client



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As a company, our Petrochemicals client believes in appreciation. Therefore, they branded the R&R program Appreciate. They evaluate the overall experience of getting started with Appreciate as very successful. Addressing any open issue with the highest degree of priority was crucial for the deployment, as it was the flexibility of the system. Together, the implementation teams managed to find a way to apply different options preferred in each location. The volume of people giving awards and appreciating each other using the platform is massive. The reason number one is a **Great Achievement**. The way employees use it is not just trivial. It truly matters when employees show gratitude to their peers. The employee who has a gold medal with his/her name shining at the top of the leaderboard is something to be proud of.

SOLUTION

How Product Helped / Solution:

Understanding that the old way of rewarding must evolve, our client found a ready-made solution in JobPts to:

- Implement peer-to-peer program that makes it possible to study and find the trends of behavior in the organization.
- Introduce a much more sophisticated way of engaging the employees who used to congratulate each other only in person before having Appreciate.
- Change the award policies in the global locations to match those in the system.
- Synchronize the rewards and recognition approach globally.
- Use gamification as a special feature to boost motivation among employees.

OUR CLIENT'S
employees receive
at least
one recognition
every month

In one year since
our client
launched
Appreciate, their
teams have given
20,143
recognitions

82%
of the appreciations
are sent from one
leading country

40%
Employee
engagement rate



SOLUTION

Since the introduction, the solution is consistently utilized, with constant monitoring of the frequency of use.

In terms of **engagement**, our Petrochemicals client could not have wished for more interactions among the employees, especially in times when work from home is becoming the new normal. When inter-personal relations were lost, recognitions and rewards among peers increased. While dealing with e-mails and conference calls, JobPts kept the connection by sending appreciate messages to each other.

Many employees use it, especially for **anniversaries**. Employees at all levels, from the CEO to the newly employed, congratulate on anniversaries as they appear on the social recognition feed.

Recognition also boosts **innovation** in the company. When something remarkable is created, the innovator receives a standing ovation – the most honorable recognition. Pushed through the entire company and celebrated all over, it is extraordinary to receive a customized e-mail and personalized award from the CEO. It sure inspires the new generations of employees to innovate.

Appreciate, drives:

- Increased engagement.
- Thinking out of the box, creativity, and innovation.
- Personalized employee communications with customized messages.

Calculating **ROI** is a challenge yet possible.

It's based on the amount of the established contract value + the hourly rates of the team maintaining/administrating the system + the time needed for the people to use the system, i.e., send the recognition and reward.

The main goal is to measure the outcome broader, i.e., to boost the engagements against the investment made for the Rewards & Recognition platform, while the company keeps expanding into new locations.



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SEMOS
CLOUD



JobPts



INCREASED
ENGAGEMENT



THINKING OUT OF THE
BOX, CREATIVITY, AND
INNOVATION.



CUSTOMIZED
MESSAGES

ABOUT OUR CLIENT

PUBLIC



JobPts

Our client is a global producer of petrochemicals and the world's top 3 producer of Ethylene Glycol (EG).

It has industrial complexes in Western Asia, North America, and Europe with annual production of over 5 million tons of Ethylene, EG, Polyethylene (PE), and Polyethylene Terephthalate (PET). The products are marketed throughout Asia, the Americas, Europe, the Middle East, and Africa.

- \$2bn annual economic contribution across various business sectors
- 1,500 employees from over 25 countries

Our Petrochemicals client is a leading enterprise that pursues sustainability wherever it operates through partnerships in fields that include the environment, economy, and society.

The Cultural Values of Excellence, Quality, Unity, Advancement, Trust, Environmental, Health, and Safety Responsibility are embedded as reasons for awards in the R&R platform our client utilizes. The company creates an enabling work environment, seeking to provide the employees with a rewarding and inspiring place to work. Fostering a culture of public recognition stimulates sharing achievements by using the feed option supported by an overwhelming number of engagements globally.



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