

How Evoqua Boosts Employee Motivation with Rewards and Recognition



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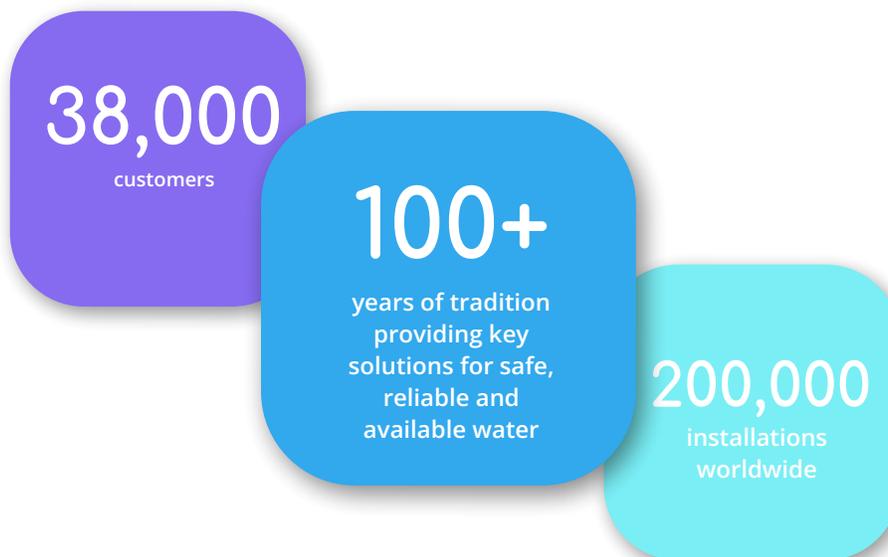
A case study showing how
Evoqua aligns its global
workforce by harnessing the
power of appreciation and
strengthening workplace
relationships



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Introduction

Evoqua Water Technologies' efforts to promote recycling and reuse of water and support the circular economy affirms its position in the vanguard of the sustainability movement. As one of the companies identified on the SDG-2000 list, Evoqua's influence is globally recognized.



Evoqua has more than 4000 employees spread across 9 countries, helping other companies achieve their clean water goals. With such an important mission ahead, it's crucial for the company not only to keep its workforce healthy, well, accountable and safe, but also highly motivated and thriving.

To achieve the desired result, Evoqua foresaw that upgrading to a new and integrated rewards and recognition system would boost their efforts at inclusive and people-first company culture.

With an aligned and close-knit workforce spread globally, Evoqua would futureproof its business, safeguard its employees and continue making strides towards a sustainable future.



Following through
the cultural
alignment across
the company



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1. The situation: different workspaces make for different employee needs

As a public company with 200,000 installations worldwide, 150 offices, and 38,000 customers, Evoqua relies on its multilingual workforce working in offices and factory locations on several continents. It is critical to keep the workforce aligned, engaged and agile, and that includes both the desktop and deskless workers.

The challenge for Evoqua was that some of its hourly employees didn't use corporate emails, causing an obstacle in engaging in appreciation practices in a transparent and equally accessible way.



The solution:

Keeping people together, one
recognition at a time

Recognition is most effective when it's transparent and equally available to everyone, eliminating the risk of a disengaged workforce due to a lack of feeling of belonging. To offer easily accessible rewards to all employees, Semos Cloud delivered a custom-made solution that sends recognition to employees' private e-mails, so everybody is included.

Now, all Evoqua employees receive rewards and recognition through varied communication channels that are most accessible to them. The company values are communicated across the workforce, strengthening inclusion of all Evoqua employees.

2. The situation: multilingual workforce across continents

With operations in 9 countries, Evoqua wants to ensure that all employees feel equally included in the company's initiatives and goals, no matter where they work or what language they speak.

Evoqua's employees are native speakers in 5 different languages, and English is not everyone's first language. It is no surprise that it is a challenge to communicate company values when company goals and values may get lost in translation. Naturally, when alignment is lacking, engagement and morale suffer.

The solution:

We speak your language: translation of all service mails

Semos Cloud steps in to enhance Evoqua's intent to boost company culture with the latest, state-of-the-art employee experience solution JobPts. All service emails sent within the Rewards and Recognition platform are translated into 4 languages: French, Dutch, German and Chinese.

Getting an email that celebrates moments that matter, such as job promotion, onboarding welcome message, or a service anniversary in one's native language, goes a long way. The company thus shows its employees that it supports them, celebrates their differences and values them as people.

Going deeper: fine-tuning engagement from day 1

To successfully utilize the new approach, Semos Cloud revamped how service anniversaries are celebrated in the company. As a result, Evoqua enters a new phase and celebrates Moments that Matter in a more scalable and memorable way than ever before.

To secure a high level of engagement from day 1, the company now sends New Hire Messages - automated and custom-made emails sent to new hires. This is the most crucial moment in an employee's journey - as it is the first concrete chance for companies to show how much they appreciate their workforce.

Some of the other Moments that Matter are acknowledged by sending automated and customized service anniversary emails, and the corresponding points rewards, marking the 5, 10, 15, 20, 25, 30 and 35 years of service.

Mobilizing the relationships at work

Evoqua's dedication to employee care called for comprehensive nourishment of the company's already people-focused culture. A scalable Rewards and Recognition program was the next step Evoqua needed to take matters further.

The platform also introduced a Program utilization report - a smart reporting system that showcases recognition dynamics across departments and various divisions of the company. The recognitions come with a sender approval - allowing managers visibility over who sends what kinds of recognitions.

One recognition leads to the others; people appreciating each other highlights each contribution - making people feel seen, though employees cannot see monetary award amounts that others are seeing. Company values are highlighted - as the Job Pts platform makes the HR and company leaders' job more manageable. Each recognition adds the needed oil to the wheels - as mutually dependent relationships become stronger, people's confidence grows, and engagement in the company is increased.

3. The requirement: does it connect, and more importantly, does it scale, quickly?

Evoqua's purpose every day is to transform water and enrich lives. With the ongoing climate changes, the access to clean water is very often endangered. Evoqua acts as the agent protecting access to clear water and safeguarding people's lives across the globe. All the tech tools and processes Evoqua uses in order to achieve maximum efficiency of its workforce need to be fully integratable and scalable.

The Employee Experience system Evoqua needed is also agile and progressive. For any ongoing or sudden demands, the recognition system needs to engage and motivate employees, and strengthen company relationships according to current requirements within and outside the company, company-wide or department-specific.

Because of the variety of locale for Evoqua's many operating locations, the system needs to be highly adaptable to change. Specifically, depending on the micro-climate of each department and/or location, the system can be adjusted to support varying campaign objectives.



The solution:

An integrated, adaptable system

Semos Cloud's JobPts is directly connected to Evoqua's native HRIS. This allows for comprehensive reporting options, making all changes in the company immediately visible to managers across teams, divisions and departments.

For example, if someone changes roles, or gets promoted, this information is instantly available so that managers can act accordingly if the need arises. This responsiveness of performance is due to the seamless integration with the core HR system.

JobPts is a multi-faceted recognition program comprising monetary, non-monetary, and pay-out recognition programs that can be further customized to fit the company's changing needs.

For example, if one location experiences a certain type of employee needs, Job Pts makes it possible to address the issue via campaigns in only that location.

The program's flexibility allows both cash- and points-based systems of recognition, and peer-to-peer recognition can be further customized to fit the requirements of each locale, separately, or across the entire company.



The results:
Evoqua keeps its
workforce aligned
and close-knit



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The results: Evoqua keeps its workforce aligned and close-knit

As a result of the innovations that came with the JobPts, Evoqua now has the solution that nourishes cultural alignment and a feeling of trust and belonging in employees. Workplace relationships are stronger, more inclusive, and appreciation for individual contributions has increased greatly.

The Rewards and Recognition program designed for Evoqua keeps track of people's culture pulse, and highlights the employees that are both enhancing the recognition of others, and employees that are receiving heightened appreciation from others.

JobPts is a scalable, structured process and reporting system that helps managers to detect the covert dynamics in teams across departments and divisions, allowing them to interfere when necessary, and the agency to carry on the company culture in the day-to-day operations.

Marking Moments that Matter with the New Hire messages during the onboarding process sets the right tone with new employees to increase inclusion and belonging from Day 1.

Most importantly, the time needed to run the platform is minimized - with minimum hours dedicated to managing the platform and ensuring the best outcomes.

JobPts is as immersed in the employees' flow of work as possible, minimizing the time employees need to engage with recognitions, and maximizing the program adoption. Simultaneously, the time Evoqua needed to expend on handling the platform was reduced to a minimum.

Further on, the system is integrated with the core HR system, hence fit to respond to any current and upcoming company needs at the right moment. The solution's agility enables managers to quickly react to any outstanding and urgent matters in their teams/divisions.

Improved relationships and a more engaged workforce impact employee well-being, which impacts workplace safety, a top-tier value at Evoqua's value list. When safety is improved - the costs are also reduced.

What's Next for Evoqua's Employees

Evoqua's adoption of the Rewards and Recognition solution JobPts serves as a guide to other companies that wish to learn how to use rewards and recognition software to improve company culture, employee relationships and engagement and ensure an alignment of company values across the workforce.

Evoqua's dedication to its employees is reflected in numerous campaigns and activities that cater to building a vibrant and positive company culture. One example is the #EvoquaProud nomination that's given to employees who embody company values. This nomination is a socially shareable moment used within and outside JobPts, conveying a transparent quality of appreciation.

Another nomination is called #EvoquaImpact, and it's given to the employees who actively participate in translating Evoqua's values, such as sustainability and accountability, into practice.

Furthermore, Evoqua's Singapore location has most recently been recognized as one of the Great Place to Work certified companies for 2022-2023, so its people-first efforts have been publicly acknowledged.

Evoqua's future plans include creating thriving workplaces, ensuring its workforce is equipped with all they need to be healthy and successful, so they can be their best selves and help build a more sustainable world.

Re-imagining the Workplace
by Celebrating Moments that Matter



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