



Natures Menu

RAW MADE CONVENIENT

Company name: Natures Menu

Employees: 250+

Sector: Food manufacturing

Challenge: Employee recruitment, retention and engagement, employee wellbeing

Challenge

Founded in 1981, Natures Menu, a rapidly growing raw pet food producer, has undergone rapid growth in the last decade and now employs more than 250 people.

In early 2022, Natures Menu sought to improve employee engagement and bolster their employee value proposition through a user-friendly platform. They wanted to offer employee benefits, an Employee Assistance Program (EAP), and a discount marketplace. The initiative supported employee wellbeing and retaining talent during a time of rapid expansion.

Solution

Hapi helped address many of the challenges the company faced. By putting their employees' entire benefits offering in one place, employees could access them anytime, anywhere via an app on their smartphones.

Employees can now access wellbeing resources through an online health portal including an Online GP and 24/7 helpline. Further support is provided by the Employee Assistance Programme (EAP) as well as retail discounts and a Cycle to Work scheme, where employees can save money.

Outcome

This has had a positive impact on the business. Employees rave about the retailer discounts and Cycle to Work scheme is great for cost savings and employee health. Engagement levels sit at around 60%, which is more than three times the industry average.

“ We operate within a strict reward budget, yet Personal Group enables us to maximise every penny. An enticing benefits package and ensuring its accessibility distinguishes us from competitors. ”

Nicola Sharpe

HR Manager UK, Natures Menu