

Nomination: 6523

Product Madness

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Product Madness
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Product Madness
Category A01 - A31 Employer of the Year > A23 - Employer of the Year - Media & Entertainment
Employer of the Year Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required <p>We're Product Madness, a multiple award-winning developer of social mobile casino games. Since 2007, we have climbed quickly through the ranks of the mobile gaming industry to become one of the highest earning social gaming brands, operating several global locations in the UK, Israel, Ukraine, Barcelona and Poland, with recently opened hubs in Canada and the US.</p> <p>Our mission is to become a global powerhouse where the best games are made, and armed with a manifesto that values creativity and collaboration, plus a unique office culture that prioritises the happiness and wellbeing of its employees, we're ahead of schedule to achieve that.</p> <p>We understand that our successes are a direct result of our workforce, and we seek to nurture and respect them both as the tightly-knit teams they comprise, and as individuals. We constantly seek to improve our processes to enable the creative collaboration which underpins our every enterprise, while keeping things exciting for our employees. We're lucky to have our extraordinary talent, the tech industry is extremely competitive, and we do our utmost to make sure we deserve them. We want our employees to rechoose us every single day.</p>
b. Outline the organization's employee-relations achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required <p>We have a deep respect for our incredibly talented workforce, and want them to feel appreciated every day. To achieve this we extend a fantastic range of perks and facilities available to all employees, designed to improve and enhance their wellbeing. These include flexible working options, unlimited access to our inhouse counsellor and inhouse massage therapist, nutritionist, yoga sessions, physical and mental health app subscriptions, cash contributions to customise home workspaces, a £50 monthly contribution to health and wellbeing, medical and dental insurance, regular goody hampers, and much more.</p> <p>We're constantly striving for more as a company and never settling for the existing. We actively encourage employees to provide feedback via Peakon surveys, utilising the data to understand what our workforce really needs. Our people have ample opportunity to give feedback to managers, and good work is always highlighted by our managers, who have the opportunity to take part in our recently implemented intensive five tier management training programme - which all employees may apply to join.</p> <p>We are all equal at Product Madness. It's necessary as we're a diverse mix of cultures, nationalities and languages - with 800+ employees across seven international locations. Representation and equality are imperative and deeply ingrained into our core ethos, and our Studio Experience Team ensures all important cultural holidays are recognised. We actively recruit among as many demographics as we can, and our messaging is consistently inclusive, representing the diversity present throughout our workforce.</p>
c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). Required <p>There is much evidence that Product Madness's employee engagement strategies are working, for both employees personally and the company commercially. We feel they have helped the business to its best ever financial year, with 25-30% new growth.</p> <p>Our output of new games is higher than ever, the quality is continually improving and customer satisfaction is rising – with over a 25% increase in CSAT and 40% increase in NPS (Net Promoter Score) across all of our games. We are proud of our lower than average sickness rates, and industry beating retention levels of 85%.</p> <p>Our excellent 97 % job acceptance rate indicates to us that we are successfully attracting the talent we need to ensure our continued growth. We also manage to hang onto staff at a much better rate than is customary in the digital sector, an average of 2.5 years rather than the usual 13 months.</p> <p>Our Glassdoor score is rated at 4.6, with an incredible CEO of 97%. Our Peakon employee survey results also reveal some business benefits of our working environment, specifically the question "If you were offered the same job at another organization how likely is it that you would stay at Product Madness?" We have evidence of a clear upward trend over a one year period of surveys, leading us to believe that our various benefits and office culture creates employee loyalty, contributing to a lower turnover rate and increased productivity.</p>

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Please find our attached deck, plus screenshots of our Glassdoor overview, staff testimonials, plus Peakon statistics, These illustrate well our commitment to our initiatives, as well as showing general employee sentiment as a result of them.

Webpage Link

<https://www.productmadness.com/> (<https://www.productmadness.com/>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

https://www.youtube.com/watch?v=IRajAbPIYWA&ab_channel=GamesJobsDirect (https://www.youtube.com/watch?v=IRajAbPIYWA&ab_channel=GamesJobsDirect)

Would you like to add an additional webpage link?

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/17263/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzI2MywiYWxsYXN0b3R0aWduZWRVcmwiOiJGYWxzZSI6ImInbm9yStevie%20Awards%20-%20Employer%20of%20the%20Year%202023.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/17264/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzI2NCwiYWxsYXN0b3R0aWduZWRVcmwiOiJGYWxzZSI6ImInbm9yGlassdoor%20Overview.png>)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

Download File (<https://stevies-sage.secure-platform.com/file/17265/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzI2NSwiYWxsYXN0b3R0aWduZWRVcmwiOiJGYWxzZSI6ImInbm9yPeakon%20Survey%201.png>)

Would you like to add an additional supporting document?

Yes

Supporting Document 4

Download File (https://stevies-sage.secure-platform.com/file/17266/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzI2NiwiYWxsYXN0b3R0aWduZWRVcmwiOiJGYWxzZSI6ImInbm9y_rO8w6EJCI8QubhBCWd--k?Peakon%20Survey%202.png)

Would you like to add an additional supporting document?

Yes

Supporting Document 5

Download File (<https://stevies-sage.secure-platform.com/file/17267/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzI2NywiYWxsYXN0b3R0aWduZWRVcmwiOiJGYWxzZSI6ImInbm9yFV3f60?Glassdoor%2011.2.21.png>)

Would you like to add an additional supporting document?

Yes

Supporting Document 6

Download File (<https://stevies-sage.secure-platform.com/file/17268/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzI2OCwiYWxsYXN0b3R0aWduZWRVcmwiOiJGYWxzZSI6ImInbm9ySpUtbiM-cMo?Glassdoor%2013.4.22.png>)

Would you like to add an additional supporting document?

Yes

Supporting Document 7

Download File (<https://stevies-sage.secure-platform.com/file/17269/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNzI0S29yYXN3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImInbm9yGlassdoor%2029.9.21.png>)

Would you like to add an additional supporting document?

No

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition. (<https://stevies-sage.secure-platform.com/a/page/enter/Rules-terms>)

Terms and Conditions

I Agree