



#### THE CLIENT

Life Insurance Company

#### INDUSTRY

Life Insurance  
Finance

#### LOCATION

US

#### EMPLOYEES

10,000+

#### THE CHALLENGE



Company wanted to create a new, vibrant culture of recognition using a web-based solution that was simple to use, but still supported the required complex approval flows and communications.

#### THE SOLUTION



A combination of no-cost “Thank You” and On-the-Spot Nominations were designed to align the program with the company’s mission and values. Delivered with a creative theme, platform and program.

#### THE RESULTS



Within the first six months of the program, more than 54% of managers in the company had recognized at least one of their employees through the program. More than 1,100 nominations are submitted monthly, and awards are fully approved within 6 days on average. Managers have greater control over their budgets and recognition spend. Recognition award values are equitably applied throughout the company.

#### Introduction

The Company, one the largest mutual life insurance companies in the United States, re-launched its employee recognition program in October of 2010. The companywide program provides employees with the tools to recognize outstanding individual and team contributions in support of the company’s core values.

#### The Challenge

Too much red tape and steps to approval can quickly take the practicality, fun and energy out of a recognition program. For these reasons the company’s original recognition program had become too difficult for employees and managers alike and therefore was underutilized.

The Company wanted to design a new point-based online program that simplified the process for recognizing individuals and teams and ensured contributions were equitably rewarded. The program also needed to maintain a balance between a “fuss-free” approval process for managers and tight financial and budgetary controls.

#### The Solution: On-the-Spot Nominations

Xceleration worked with the Client to understand the most critical approval points, how departmental budgets were monitored, as well as the culture of email-based communications that existed within the company. Once the operational requirements and business rules were defined, Xceleration configured its RewardStation<sup>®</sup> platform to capture employee nominations and automate the approval process based on award value – “no-cost” awards are automatically approved; lower value awards are quickly approved; and, higher value awards require multiple levels of approvals.

Management involvement is vital to creating a robust culture of recognition. RewardStation-generated emails are sent to managers keeping them aware of recognized employee performance, actions required and their award budgets. As a result, managers remained informed throughout the entire process continuously engaged in the program.

Today, executives, managers and employees have easy-to-use recognition solutions and are actively rewarding outstanding contributions in support of the company’s core values.

