



THE CLIENT

Global leader in Consumer Products

INDUSTRY

Consumer Products

LOCATION

Global (60+ countries)

EMPLOYEES

115,000+

THE CHALLENGE



Company needed unified employee recognition program for managers that was fun, engaging, departmentally funded.

THE SOLUTION



RewardStation On-The-Spot Digital Recognition Cards provide managers with the ability to instantly recognize employees when they demonstrate behaviors that support the company's core values.

THE RESULTS



More than 1,000 digital cards are distributed to employees every month, helping to establish a culture of on-the-spot recognition for actions that help lead the company forward.



Introduction

The Company, a global leader in consumer products, launched a new, points-based, online employee program in September of 2007. In the program, employees are rewarded for demonstrating the company's commitment to delivering on its brand promise. In February of 2008, the program won the Global Best Practice Award, presented for the most effective and innovative communications outreach program across the Company.

The Challenge

As with many global companies, size, geography and acquisition create challenges when it comes to implementing company-wide incentive and recognition programs. A company taskforce was challenged with creating a unified employee recognition platform that would reward a variety of behaviors while producing cost and operational efficiencies.

In addition to rewarding employees for product training and for Employee Referrals, the program had to empower the company's managers with tools to personally recognize employees for behaviors that supported the company's core values. The solution had to be flexible and scalable enough to unify the entire company, it had to be funded at the departmental level, and every dollar spent on recognizing employees had to be tracked.

RewardStation®: On-The-Spot Recognition Cards

Xceleration worked with the Client to understand the challenges their dynamically changing global workforce was creating for consistent and timely recognition.

For the Client, Xceleration developed an On-The-Spot Digital Recognition Card that boldly promotes the program's theme and available in different point values. When managers witness an employee demonstrating behaviors worthy of recognition they use RewardStation to reward them with a Digital Recognition Card that outlines the reason for the award and the points earned. Managers print the card and present it in front of the employee's peers maximizing the recognition's impact. The employee receives the award points and can redeem them immediately in the online catalog.

RewardStation's reporting tools provide managers and administrators with a real-time view into program performance. This includes which behaviors are being demonstrated and recognized, how often and by which groups. Using these reports, managers are aware of their budgets and program administrators are able to easily show a positive return on investment.