

THE CLIENT

Life Insurance Company

INDUSTRY

Life Insurance
Finance

LOCATION

US

EMPLOYEES

10,000+


Introduction

The Company, one of the largest mutual life insurance companies in the United States, re-launched its employee recognition program in October of 2009. In 2010, with a successful nomination program in place, the company wanted to further consolidate their disparate recognition programs onto a single platform. The first complementary program to be added to the platform was their Service Milestone Program.

The Challenge


The Company's Service Milestone Program suffered from operational inefficiencies and low employee satisfaction. The challenge was for Xceleration to replace the current vendor and their paper-based process with an automated and streamlined process that would result in improved manager and employee communications, greater award selection and increased employee satisfaction.

THE CHALLENGE



Company wanted to transition its existing employee Service Anniversary program onto its point-based recognition platform, eliminate operational inefficiencies, improve the recognition experience and provide greater award choices to employees.

THE SOLUTION




Automated manager and employee communications, certificate delivery and point awards.

Integrated control over non-taxed point spending and payroll reporting.

Greater options for employee award choice.

THE RESULTS



An expanded and consistent recognition strategy for the company.

An HR department that is no longer spending many hours of manual work to run the program.

Increased employee satisfaction by individuals who feel that their dedication to the company is truly appreciated.

RewardStation®: Service Milestones

Xceleration worked with the Client to understand the operational and support challenges of the existing program. We also collaborated on ways to improve the impact of the Service Milestone recognition experience.

Once the requirements were determined, Xceleration configured its RewardStation platform and automated the once manual processes. Now managers receive emails about upcoming employee milestones 30 days, 7 days and the day before the milestone. These manager emails serve as a friendly reminder and are complete with instructions and tips for a meaningful presentation.

For employees, the recognition experience occurs on the day of their service milestone. On their special day they are recognized by their managers in front of their peers. The presentation includes a Service Milestone Anniversary certificate, a personally signed letter from the CEO and accolades from their manager. Employees also receive a congratulatory email and points are awarded into their RewardStation account for redemption in the award catalog.

To maximize employee award choice they can redeem their points immediately or co-mingle them with other recognition awards. Since points issued for Service Milestones are tracked separately, RewardStation is able to limit redemption to "tangible" merchandise awards – ensuring compliance with federal tax code.

For administrators, managers and employees alike, RewardStation delivers a reliable, consistent and rewarding Service Milestone program. Our expertise helps assure the recognition experience reflects the company's true appreciation of each employee's dedication.