

Case Study Retail

The largest specialty apparel retailer in North America had set trends with its clothing. On the other hand, its service awards program had become outdated and was collecting dust in the closet.

Challenge

Reenergize the retailer's service awards program and give employees the ability to choose their awards.

Solution

BI WORLDWIDE delivered a huge cost benefit to the retailer by using their existing employee recognition platform. The new program employs very specific and simple ways for managers to share service awards. Employees have their choice of awards as they reach new levels. As for tenured employees they received concierge level service to design a custom award.

Results

The memorable program has doubled employee satisfaction for the retailer's workforce of 130,000. Now, the program is worldwide and offered in eight languages.

