



## Case Study Technology

A Fortune 500 technology company had undergone substantial changes in recent years, including several in leadership. These changes resulted in dramatic decreases in employee morale and confidence in the company's direction and outlook.

### Challenge

Engage nearly 300,000 employees, including more than 22,000 managers, in more than 100 countries utilizing a single, global recognition platform.

### Solution

BI WORLDWIDE designed and launched a comprehensive global recognition program including:

- Organization-to-employee recognition
- Manager-to-employee recognition
- Peer-to-peer recognition
- Service anniversary recognition and awards
- Retirement recognition and awards
- Referral awards
- Wellness awards

### Results

In the first eight months of the program:

- Nearly **75%** of employees participated in the program
- More than **70%** of eligible employees received at least one type of recognition
- **90%** of managers sent nearly 310,000 recognitions to nearly 175,000 employees (61% of the eligible population)
- More than **225,000** peer-to-peer recognitions were sent
- **31,000** employees received a service anniversary award

Global recognition for **300,000** employees in more than **100** countries

Within the first **8 months...**

**90%** of managers sent nearly **310,000** recognitions

More than **70%** of eligible employees received at least **ONE** type of recognition

The company realized that a renewed focus on its employees was critical to its turnaround strategy, so they turned to BI WORLDWIDE (BIW) to design and implement a new best-in-class recognition program for its 300,000 employees around the globe.

**BIW used innovative technology and applied decades of employee engagement experience to design and launch a comprehensive global recognition program.**

The program was designed to align with the company's new vision, reinforce the company's new corporate and HR goals and strategies and achieve the following objectives:

- Provide an exceptional recognition tool for their workforce in more than 100 countries
- Provide an integrated, scalable and flexible platform to support multiple programs and initiatives
- Provide meaningful, culturally and generationally relevant awards
- Drive the right behaviors and results

**The percentage of employees receiving recognition more than doubled in the first eight months of the new program compared to an entire year of the company's previous program.**

continued





# Creating an effective global recognition program



## Case Study Technology continued

### Introducing Recognition Program Guidebook

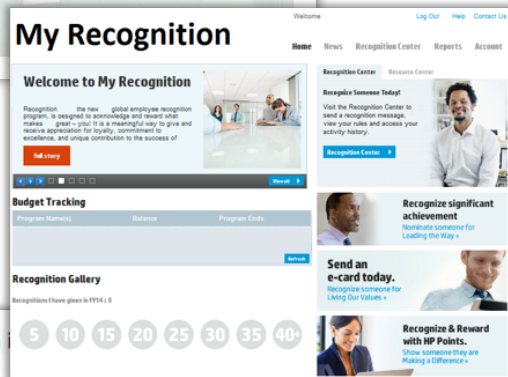


BI WORLDWIDE partnered with the company to develop a comprehensive engagement strategy, including launch and ongoing communications, training and executive dashboards. BIW worked with the company's internal communications team to produce custom communication elements and leverage existing communication vehicles.

BI WORLDWIDE developed custom online training to help managers understand the importance of recognition and how to effectively recognize employees.

Finally, BI WORLDWIDE produced executive dashboards to convey essential program activity data, illustrate the impact of the program on the organization and help identify potential areas for improving the program.

In the first eight months, nearly 75% of employees participated in the program—with more than 70% of employees receiving one or more recognition. BI WORLDWIDE and the company are continuously monitoring the program and working together to enhance and expand the program to drive even higher levels of engagement and ensure program objectives are met.



BI WORLDWIDE produces measurable results by using the principles of behavioral economics to increase engagement with their clients' employees, channel partners and customers.

