

**RewardGateway**  
the employee engagement people

# 5 Stories to Inspire Employee Recognition and Reward Success

How five organizations modernized their  
approach through innovative R&R programs



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# Introduction

Hi there,

I'm Alex Powell and I'm the Director of Client Culture and Engagement. I love partnering with our clients to introduce an engagement strategy that helps transform company culture, while helping HR leaders do more with less, especially during uncertain times. One of the ways we do that is through our employee reward and recognition programs (or as we like to say *recognition* and reward program).

I believe that innovative recognition programs are key to building a culture of continuous recognition and showing appreciation for your employees in all areas of your business.

The right kind of employee recognition can drive alignment with your organization's mission, purpose and values, and can encourage behavior that leads to greater business value - and that's a winning combination any HR professional (or business) would love to achieve. But while our research shows that more than 70% of employees say motivation and morale would improve if employers simply said "thank you" more, over half of those employees feel like their boss could do more to appreciate them.

Employee recognition isn't just a "nice-to-have," it's a must-have employee engagement driver that can help increase productivity, boost company

morale and improve collaboration. And the good news is that we've seen these results within our own client base. Reward Gateway offers a variety of strategic employee recognition programs that many of our 1,800+ clients provide to their people that help drive business value and hit key deliverables on many organizations' overall people strategy.

Let's walk through some of these success stories together.

To better engagement,

**Alex Powell**

Director of Client Culture and Engagement

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# How to Build a Continuous Culture of Recognition and Reward



# Introduce a recognition program that gets employees excited about saying “Thank You”

Our people are feeling more overwhelmed than ever before, and it’s up to us to boost morale and connections. When managers and peers facilitate continuous recognition, they contribute to higher levels of employee engagement and productivity. But there’s a disconnect — **54% of employees** don’t feel their boss does enough to appreciate them.

Our own suite of recognition and reward programs (remember, we put the recognition before reward) helps you showcase achievements across your team and employees with meaningful moments of recognition, while embedding recognition within your company culture with on-the-spot tools accessible anytime, anywhere. Our recognition tools help

connect your people to your purpose, mission and values by highlighting the behaviors that drive your business forward. Here’s a look into what we offer:

## Peer-to-peer employee recognition

Our peer-to-peer employee recognition program offers tailored eCards to fit every organization’s unique goals and brand. Anyone can send or receive moments of recognition to showcase moments of values-driven behavior, celebrate a big (or small!) win or welcome new team members on board. These eCards are displayed on a real-time feed, where employees can react with an emoji, comment to lend support or tag others in comments to extend the conversation.

## Instant award delivery

Empower managers with dedicated budgets to recognize their top performers with an extensive range of reward redemption options to ensure your people can always choose something memorable and personal to them, from everyday purchases to entertainment, fashion and beyond. Even easier, recipients can redeem their award on the spot via any device thanks to a smartphone- and tablet-friendly design and instantly shop with it.



## Peer-to-peer nominations

Do you hold a peer-to-peer company award program such as Employee of the Month? Make it easy to manage and approve through our employee recognition and reward program. Use creative solutions to celebrate employee wins and milestones which reflect the unique culture and business challenges your company faces, across all levels.



## Customized awards

Whether it's for a service milestone or anything else, you can automate and schedule awards to put a smile on your employees' faces when they receive their personal reward and choose how they want to redeem it from a variety of options, such as experiences, vouchers to top retailers or even branded company swag.



## Real-time analytics

Frontend analytics dashboards provide HR leaders and managers with easy access to relevant data about the reward and recognition activity of their division, team or department. Valuable insights can help leaders make decisions that positively influence and impact team performance.



### More real-life stories on Capterra

Every day more of our clients share their tales on Capterra's technology review website. Check it out at [rg.co/capterra](https://www.g2.com/capterra)

# What do our clients love about our recognition and reward hubs?

- 1.** No more administration-heavy award processes — let the system do all of the work for you
- 2.** Seamlessly integrate recognition and communications all in one place by starting conversations on the spot
- 3.** Choice of award redemption for employees to self-select experiences, retail items, and more to suit different lifestyles
- 4.** Built from the ground up allowing you to tailor the award criteria to reflect your culture and values
- 5.** Empowers your managers to positively reinforce employee behavior — easily and immediately

Here are just some of the ways other companies have used our employee recognition programs to make a true impact for their people, and for their business, even during challenging times...



## Modernizing employee recognition to transform company culture

Back in 1953, SafeAmerica Credit Union (SACU) was formed when two separate credit unions merged. Today, it's a \$470 million community-chartered credit union that serves around 39,000 members in the Northern California Bay Area. With countless employees working in different departments across six locations, the organization needed to show appreciation for top performers.

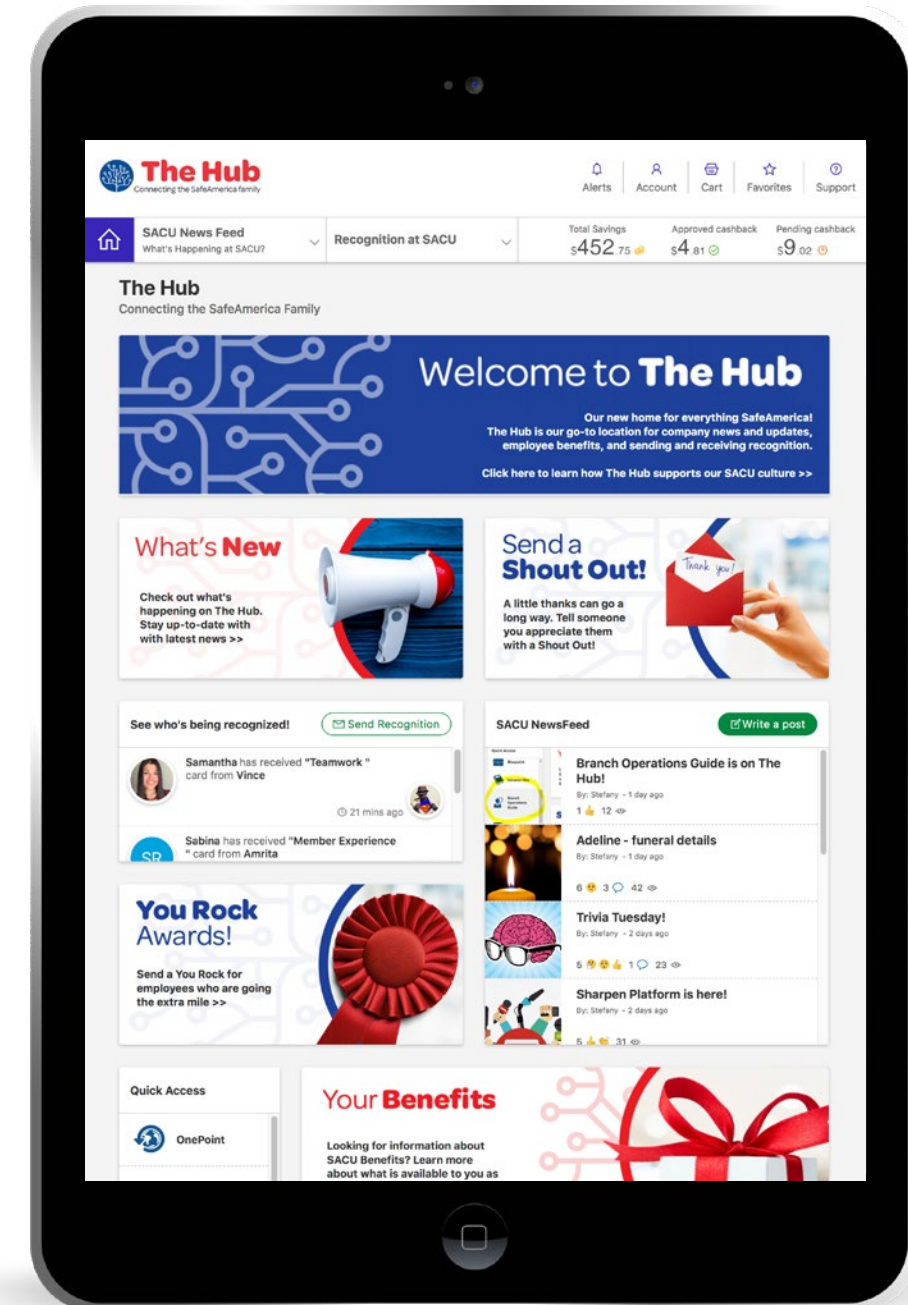
The team at SACU realized the alignment needed to adopt an all-in-one tool that would help them meet their engagement

needs. SACU partnered with Reward Gateway to launch its tailored and employer-branded employee engagement platform, called "The Hub."

The Hub is a place where employees can go to find anything they might need on a given day, including a page dedicated to the company's mission and vision. It's also a place to reinforce the "family-feel" the SACU team is striving for and connect SafeAmerica employees to one another, no matter where they are or what their role is.

Improving recognition and reward meant revisiting its current offerings and giving employees a refreshed R&R experience. On The Hub, employees can send one another both performance-based eCards, including "Member Experience" and "Teamwork," along with greetings-based

## The platform





eCards to wish others a happy birthday or congratulate them on their work anniversary.

On top of non-monetary recognition, SACU also put in place monetary rewards, called “You Rock Awards.” There are four different levels that employees and managers can nominate a colleague for, with different monetary values attached. Both the monetary and non-monetary recognitions live on a social recognition wall to improve visibility and employee relationships with public recognition.

With the modernized approach to recognition, SACU is working towards building a culture of appreciation - a place where employees are excited to work and feel recognized for the work they do. In the first three months of launch, employees have sent 426 eCards and 119 awards.



## The results



**426 eCards**

sent in the first 3 months after launch



**119 awards**

sent in the first 3 months after launch



**Created a “family-feel”**

culture with modernized approach to R&R

# C space

## Strengthening company culture among remote employees

When all employees at C Space, a customer agency, serving 150+ clients globally, started working remotely because of the COVID-19 pandemic, the organization knew it needed to build upon its strong foundation and adapt to the changing external factors. Improving connections and boosting morale became a focal point among its 350 dispersed employees.

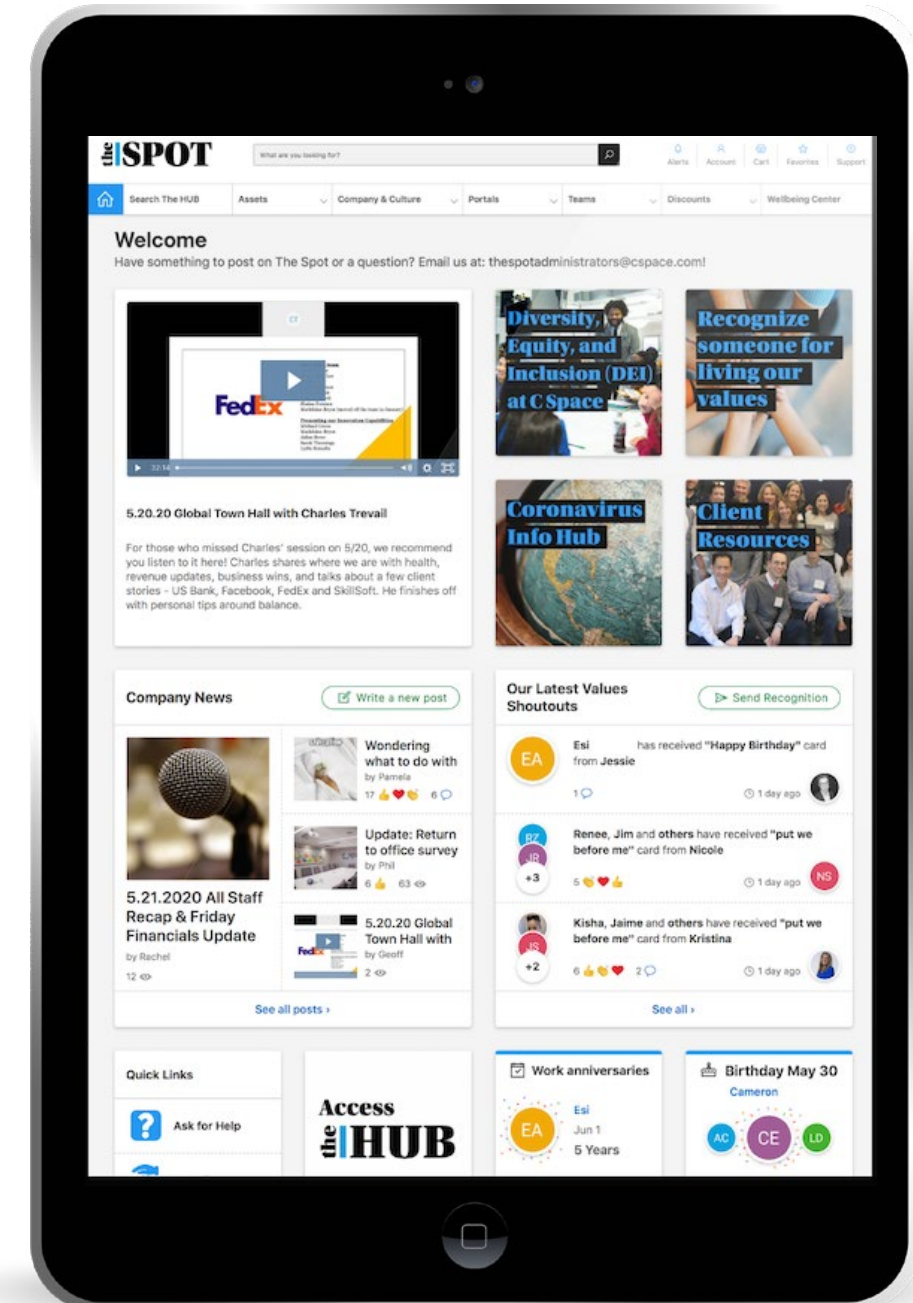
C Space refreshed its company values in 2019, but realized it needed to bring them to life in a digital format and create

a culture of strategic recognition to truly embed them into employees' everyday behaviors. When the pandemic hit, it became clear that the organization needed to publicly shine a spotlight on employees who were living the company's values during a challenging time.

In January 2020, C Space launched "The Spot," its centralized, customized employee engagement platform. The Spot is a focused company culture initiative, helping to drive a values-based culture, where employees recognize the behaviors they want to see more of to reinforce them throughout the business.

On the platform, employees engage with strategic, peer-to-peer recognition that helps promote the company values.

## The platform



Employees can send eCards to anyone in the business, choosing from values such as “show the love,” “put me before me” and “only accept awesome.” Alongside the values-based eCards, there are more celebratory ones which help boost morale even from afar including “Happy anniversary,” “Welcome” and “Congratulations.”

C Space has been keeping its values-based culture alive internally. The number of eCards continues to rise each month – in January, employees sent 60 eCards, in February they sent 235, in March they sent 263 and in April they sent 392 – which demonstrates the spike in recognition during the height of the COVID-19 pandemic.



## The results



**83%**

of employees sent or received recognition since the platform launched



**Digitized**

approach to employee recognition to connect employees



## Transitioning from service awards to continuous recognition

With 500 employees spread out across 60 offices in the Dallas and Fort Worth areas of Texas, Digestive Health Associates of Texas, P.A. (DHAT) realized it was time to better connect its workforce to the organization and to one another, reduce employee turnover and improve morale.

Prior to its partnership with Reward Gateway, DHAT relied heavily on service awards – particularly yearly luncheons to celebrate tenure – and quarterly awards.

DHAT realized participation with the quarterly awards in particular was low and the organization needed to update its recognition offering in order to celebrate great work all year long. To unite and connect employees under one brand, DHAT rolled out a centralized employee engagement platform with Reward Gateway, “Digest This!,” to overcome its engagement challenges.

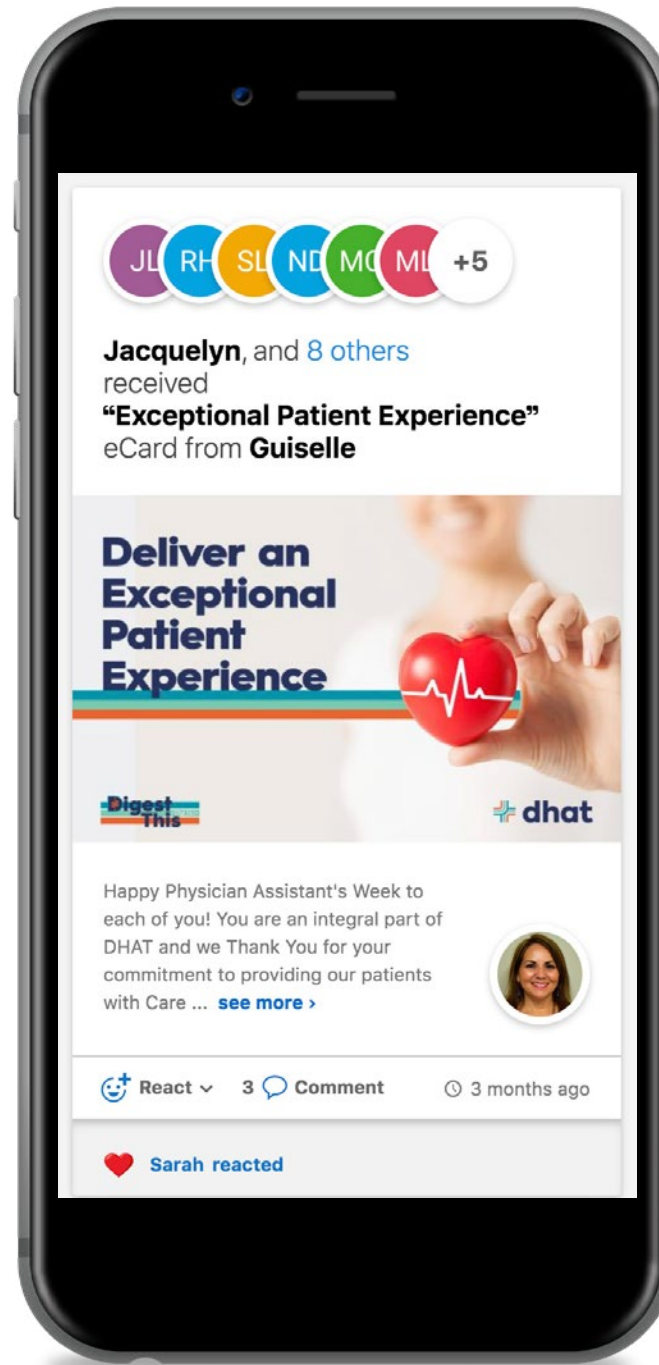
To create a culture of appreciation across the organization and improve employee morale, DHAT implemented peer-to-peer and manager-led recognition and reward tools, including eCards based on their core values such as “Deliver an exceptional patient experience” that live on a social recognition wall. This wall increases visibility and boosts connections

## The platform



among employees, as well as helps the organization make recognition more public.

Award nominations are a big piece of DHAT's recognition and reward puzzle. In the past, the team used to see about three to five nominations for the Employee of the Quarter award. Since launching Digest This!, they've received such an overwhelming number of nominations that they've changed the program to Employee of the Month, and the nominations keep rolling in.



## The results



149

peer-to-peer eCards sent  
in the first month of launch



49

nominations for awards program  
within first month of launch



## Driving 2.5x higher NPS with a strategic recognition program

Five Star Bank is a publicly-owned financial services provider in Upstate New York with approximately 650 associates across 54 offices. The firm was looking to grow the business while protecting its status as a great place to work and do business with.

The firm also lacked clearly defined values so leadership was not able to set expectations with associates.

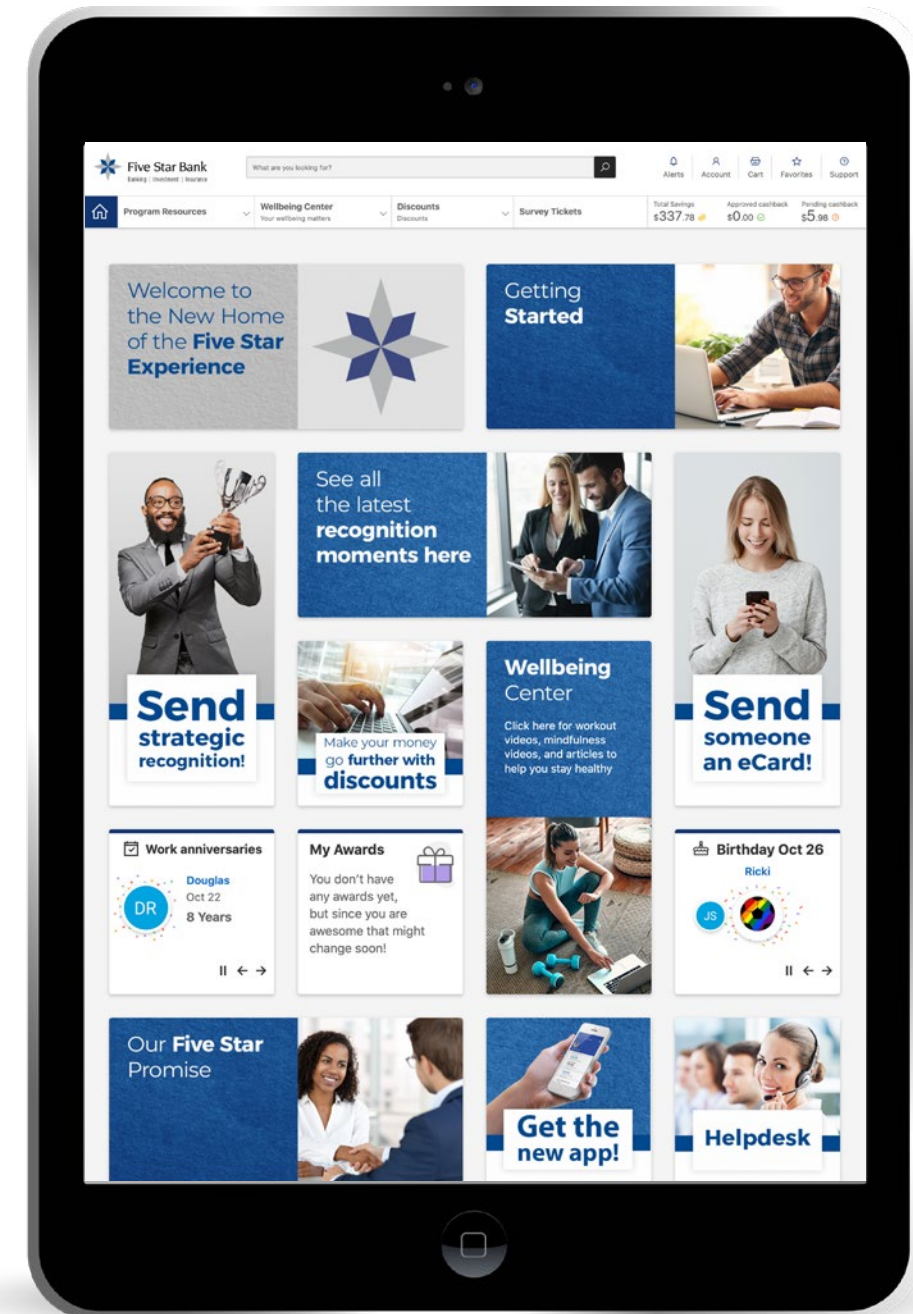
This meant that the employees were left to their own interpretations of what the values meant and how to do them, which was leading to inconsistencies and difficulty in measuring impact.

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Five Star Bank worked with Reward Gateway to refine its existing values with specific, measurable behaviors to educate associates and help them understand, internalize and feel equipped to deliver the desired experience. Next, they implemented a strategic recognition program, “The Five Star Experience,” as a tool for capturing, sharing, discussing and learning from successes and best practices across the firm.

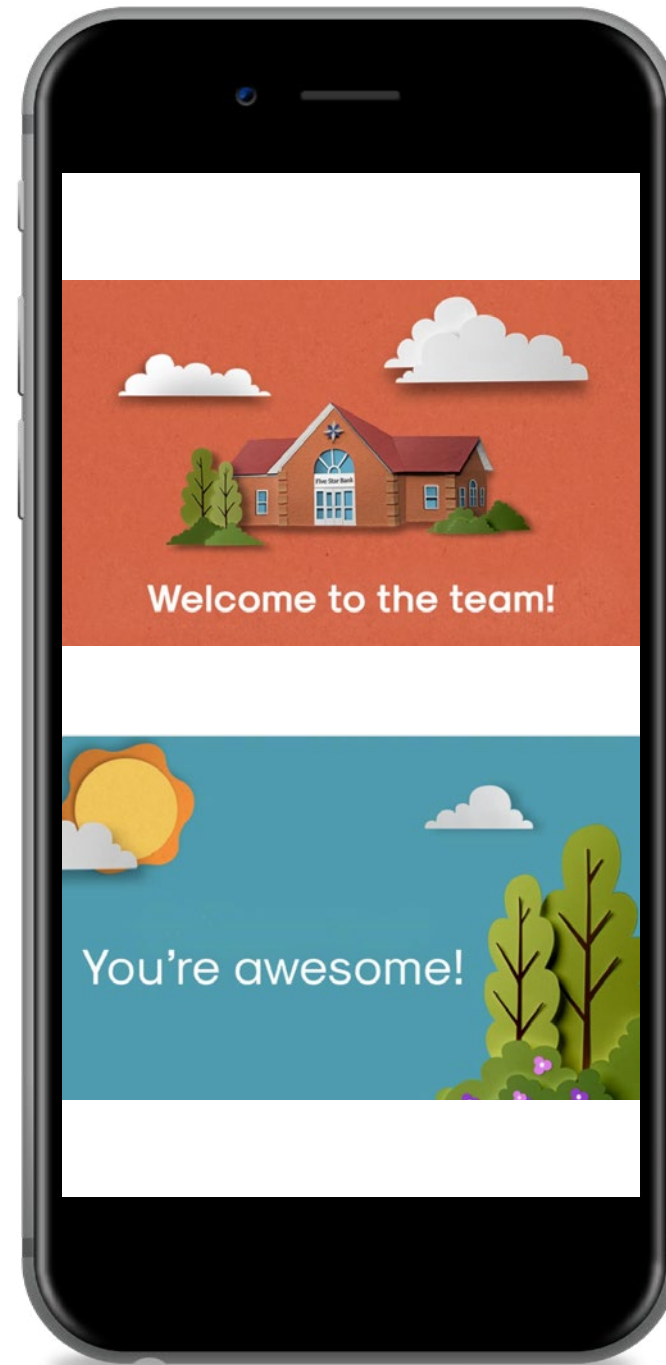
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## The platform



Since launch, the firm has shown high participation in strategic recognition. In the past three years, 83% of managers and 79% of non-manager associates have been active in the program. This had led to over 4,000 examples of successes and best practices published in the past three years. And over 11,700 stories written and posted since launch.

As a result of being more connected and boosting morale company-wide, Five Star Bank ranked #3 in the number of small business administration loans in the Rochester region. Client satisfaction is high at 8.4 out of 10 and the firm has an above average NPS at 46 (while the industry average for Financial Services/Banking is 18).



## The results



**2.5x higher**

Net Promoter Score (NPS) than industry average



**83%**

manager participation in strategic recognition in past 3 years



**11k+**

stories written and posted since program launch



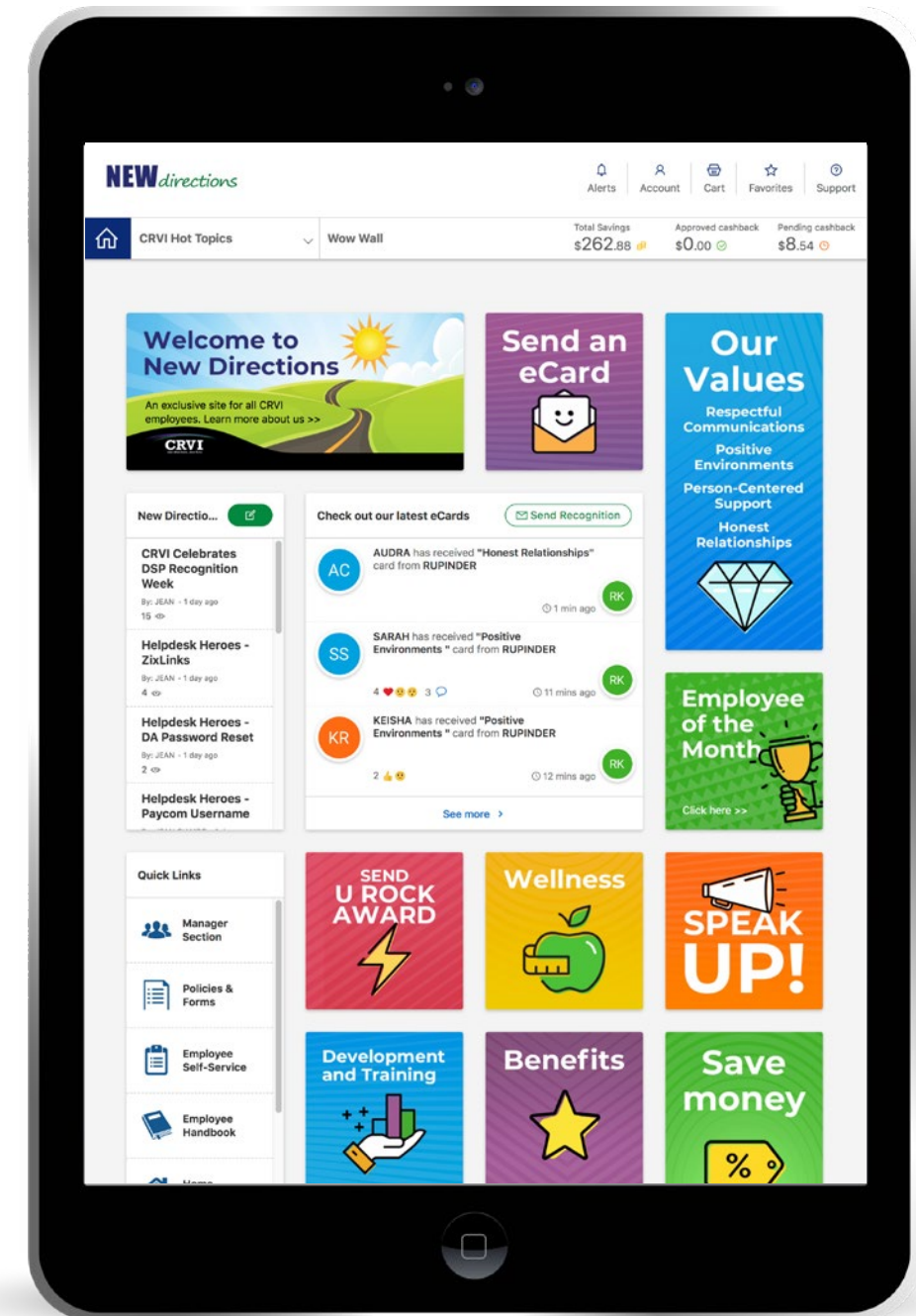
## Empowering managers and leaders to create a culture of appreciation

In a fast-paced working environment, improving the employee experience and collaboration were key objectives for Crystal Run Village (CRVI). The organization needed to reach a mixed demographic, encompassing younger generations and a largely offline workforce. CRVI needed to update its current approach and changing employees' mindsets about using new technology by choosing an easy-to-use, centralized tool.

To bring multi-generational employees closer to the company's purpose, mission and values and improve connections, CRVI launched a new employee engagement platform, "New Directions," available on any device, at any time. The platform's name is a direct reflection of the organization's vision and symbolizes its journey towards creating a more engaged, connected and collaborative workforce.

New Directions houses values-based peer-to-peer eCards, including "Positive Environments" and "Honest Relationships," as well as rewards called "U Rock," which Directors and above can send employees. There are also "Employee of the Month" nominations. With the social recognition wall, both on-site and offline employees can stay

## The platform

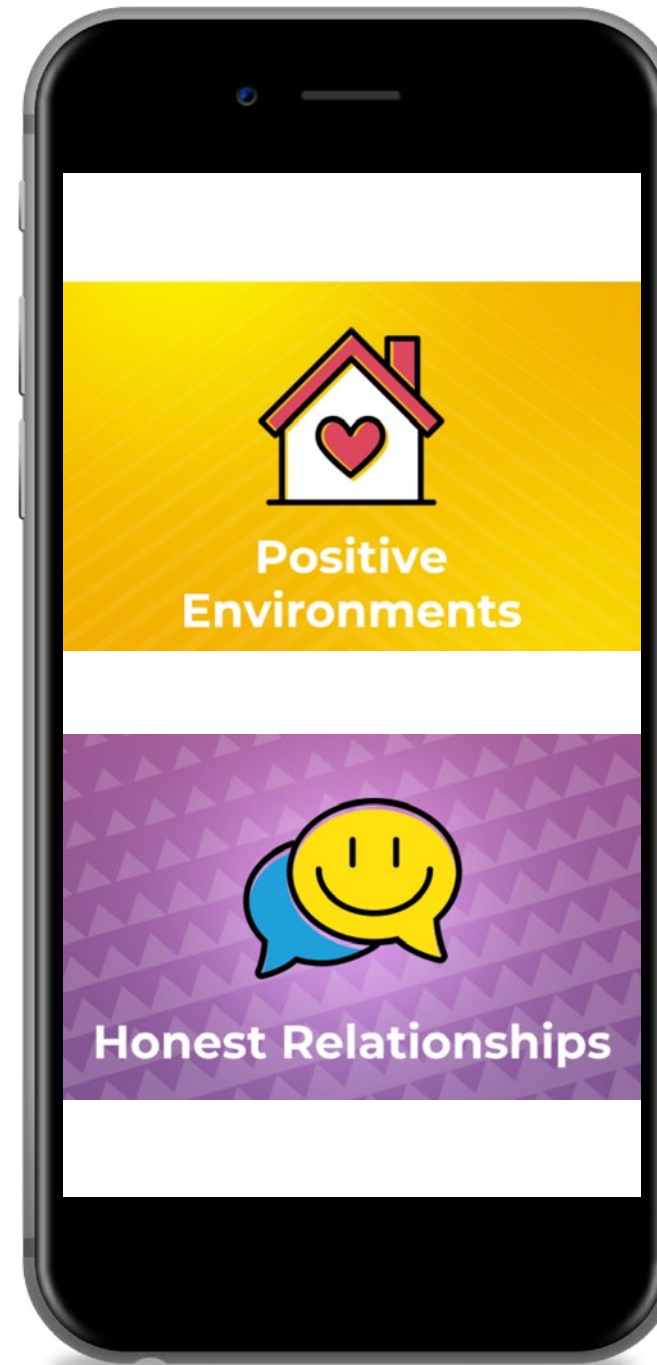




connected to other teams, read recognitions and react or comment on the moments of recognition. This helps improve visibility, while defining what “good behavior” looks like to the organization.

To ensure a smooth transition and increase uptake, the organization worked with Reward Gateway to bring managers and leaders up to speed with the new tool, making sure senior employees were involved from the start. Senior leaders can access more information on New Directions through the platform to understand the different levels of U Rock awards and the descriptions for each (to know when to send a Bronze, Silver, Gold or Platinum).

Managers at CRVI met with Reward Gateway to host a manager training session, where they learned about the value of recognition, the newly defined behaviors and how to create long-lasting success. To increase usage and excitement, managers were the first employees to use the platform, share their feedback and highlight what they wanted to see on the platform.



## The results



**121**

eCards sent by employees within first week of launch



**Launched**

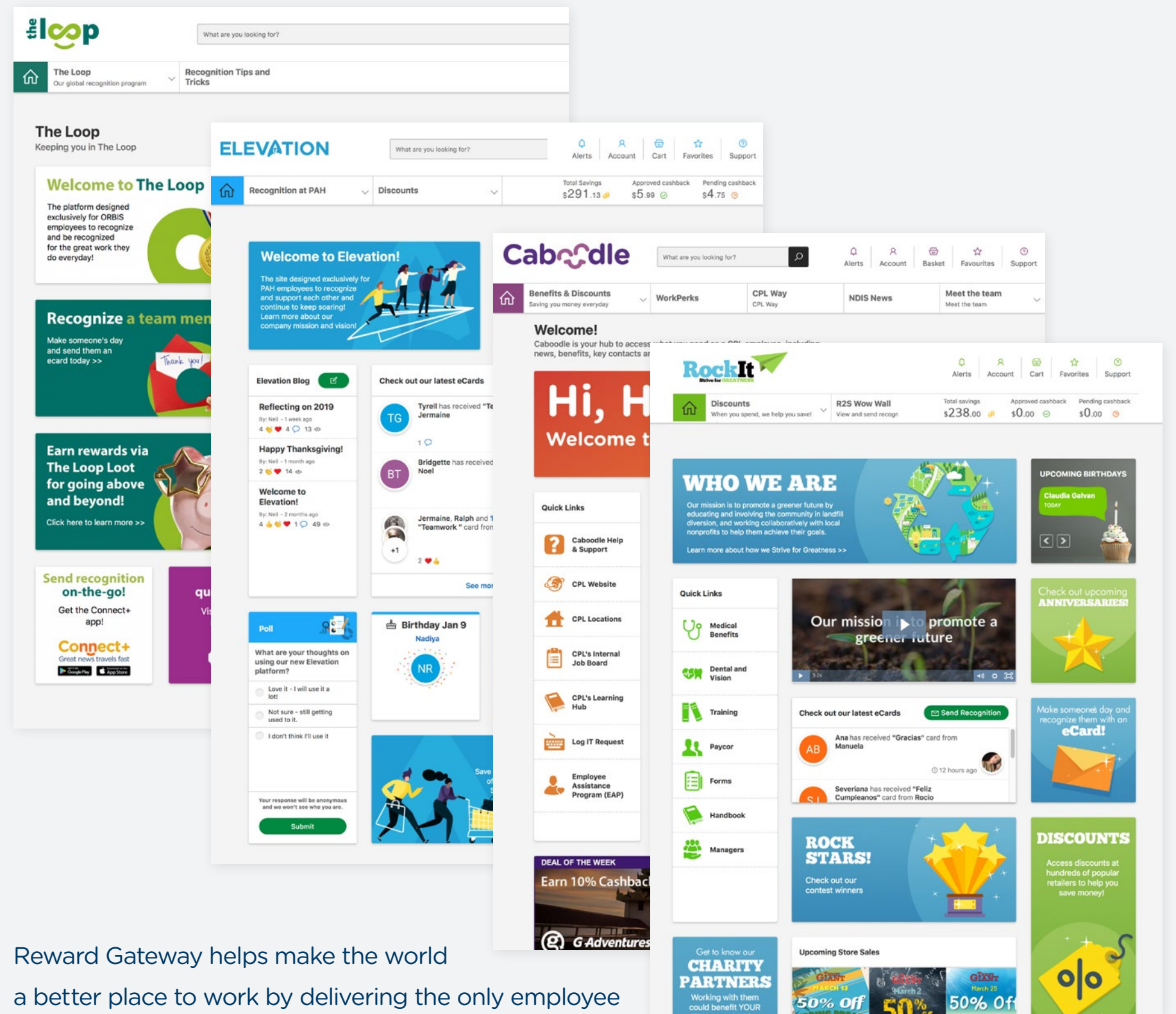
platform with dedicated manager trainings and champions

# Learn More

The stories shown in this eBook are examples of Reward Gateway's employee engagement platform using our suite of employee recognition and reward tools. Get in touch with a member of our team to find out how you can get started on your employee engagement journey today.



Email: [engage-us@rewardgateway.com](mailto:engage-us@rewardgateway.com)



Reward Gateway helps make the world a better place to work by delivering the only employee engagement platform with industry-leading employee recognition and reward, communication tools, surveys, discounts and wellbeing tools, all in one place.