



Client success story: Absa

Program Type: Employee Recognition & Engagement

Industry: Finance

Participants: 20 000+

RECOGNITION ADDS VALUE AND ACHIEVES EXTRAORDINARY RESULTS

When this major financial services organisation wanted to strengthen its employee value proposition, adding another incentive program wasn't the answer. The solution was a Recognition program that generated phenomenal participation and results.

The challenge

The client's primary goal was creating a competitive employee value proposition that would help attract and retain skilled staff, create a positive, productive culture and, by extension, improve customer service.



The solution

Our team designed, implemented and managed an employee Recognition program, rolled out across 25 000 staff in the client's retail franchises, financial services, business bank and finance areas.

The program objectives incorporated a strong focus on behaviours

- Empower leadership at all levels to recognise people
- Enable peer recognition
- Create multiple recognition opportunities
- Provide for daily on-the-spot, as well as prestigious recognition.

A tiered recognition system rolled out with 4 modules:

- Non-monetary 360-degree online thank you system open to everyone
- On-the-spot recognition awards in the form of **AwardPoints**[®] (program currency) – a daily recognition tool for managers with management approvals required
- Quarterly recognition awards – individuals nominated by managers and submissions reviewed by a selection committee. Successful nominees recognised with **AwardPoints**[®]
- Annual recognition event – quarterly award recipients were automatically entered as nominees. Winners and their partners were invited on a group travel trip to receive recognition trophies at a gala event.

A fifth module was introduced in the second year of the program – managers could apply for a pool of additional **AwardPoints**[®] to use as incentive rewards in organised departmental performance initiatives.

Program participation was driven by frequent multi-media communications to management and staff. A competition launched to generate some additional excitement drew 30% participation. It was the highest response rate in our experience.

The program comprised:

- Program website
- Online e-thank you system
- Online catalogue of awards with merchandise, gift cards, selected store vouchers
- Multi-media communications (informative and motivational) included email, e-cards, SMS, banners, newsletters and articles for client's internal use
- Group incentive travel planning, booking, tour management, plus on-site gala event planning and management.

Note: Organisations with the highest employee satisfaction scores have recognition programs with weekly recognition incidents touching 5% – 8% of employees. This program far exceeded the benchmark.

→ RESULTS

The program achieved the tipping point into strategic recognition in just over 6 months:

- 283 000 recognition messages sent via the online e-thank you system
- 35 000 e-thank you messages sent on monthly average
- 15 000 on-the-spot recognition awards issued
- 5.8% – 11%+ recognition reach per week with the majority of weekly incidents topping 11%.

We specialise in end-to-end engagement solutions using a holistic approach that connects employees, sales and channel partners, and customers.

www.awards.co.za

Copyright © Achievement Awards Group – All rights reserved

01.01.2021

