

Case Study Technology

This high-tech manufacturing and services firm sought to improve the way it recognizes its employees around the globe for their years of service. The firm wanted to improve not only the award selection and value, but also how the award was given. Additionally, the company hoped to streamline the award fulfillment process and reduce administrative processing time and expense.

Challenge

Provide consistency to the years of service program, while also providing tools for the recognition to be personalized. The program needed to be deployed globally with 100,000+ Asia-Pacific employees being launched in the first phase.

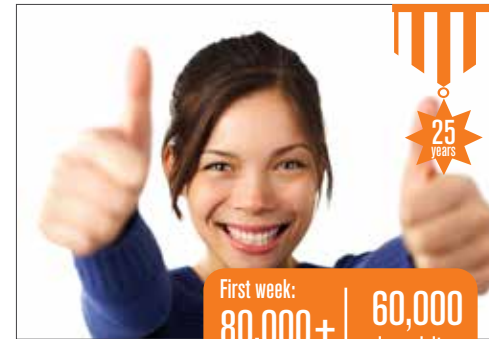
Solution

BI WORLDWIDE China utilized its patent-pending social recognition tool – Recognition PURL – to recognize individuals' years of service achievements with comments, photos and videos from company management, colleagues, friends and family members. The awards have been localized to be meaningful and representative of each geographic region.

Results

The program is generating great interest across the organization. After just the first week, there were 80,000+ visits to the PURL, 60,000 of them unique visitors.

In the first year, nearly 1,800 employees received awards. This represents 14% of the award recipients in Asia Pacific. In China, the award recipients each received on average five PURL contributions from work, friends and family. Because of the high satisfaction responses, the client expanded the program to four additional groups within China, doubling the program's size.



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High satisfaction:
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