

BUSTING THE **3** BIGGEST MYTHS ABOUT SOCIAL RECOGNITION

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BIWORLDWIDE (...and Recognition Mythbuster)

Even good HR directors can make big mistakes when choosing a new social recognition product.

Here's what to look for – and beware of – when you're making this important decision.

Joy, the human resources manager at a 10,000-person tech-manufacturing company, was asked by her boss to look at a number of competing bids for a new social recognition system. After calling in several promising candidates, she decided to go with a supplier who touted their mobile apps and “crowdsourcing” capabilities. In fact, the salesperson told her, she'd eventually be able to use crowdsourcing as a way to completely replace performance reviews. Wow, thought Joy, my boss has got to love that, right?

What went wrong for Joy

Within a few weeks of implementing the new system, Joy realized that things were not turning out the way she'd hoped. She heard lots of complaints about the need to visit app stores to download mobile versions of the system. Someone in IT complained, “This system wasn't really designed for mobile, was it?” Employees showed up in her office, angry that they had no ability to choose whether or not their recognition was made public. When Joy reviewed crowdsourcing reports, she saw that the top-rated employee in her entire company was the friendly – and ineffective – new kid in the mailroom, the one who spent most of his day chatting and avoiding work.

Where did it all go wrong? Joy thought. I wanted a simple, up-to-date way to recognize and engage employees and I've gotten myself a clunky, rigid system that's turning into a popularity contest.

The new “Wild West” of social recognition

At BI WORLDWIDE (BIW), we believe that social recognition is like a new-tech version of the Wild West – there are plenty of opportunities and wide open spaces to build something great. But, unless you've got a strong sheriff in your frontier town, things can spin out of control pretty quickly. That's what happened to Joy – she didn't realize those “wide open spaces” of social applications could cause her some serious headaches down the road. Sorry to say, Joy fell for these myths:

Myth #1: Everyone loves to share.

Not everyone does, and not always, nor is it always a good idea to do so. Truly advanced social recognition includes privacy controls both at the administrator and individual level.

Myth #2: All mobile is created equal.

Most mobile social recognition sites are created only for mobile, which means they are maintained separately from their Web counterparts. That also means they are rarely in sync and often have limited functionality. Advanced social recognition delivers a system that works on any device, any time and is always in sync.

Myth #3: Crowdsourcing is the future of recognition.

It's a great way to find a new lawn service or a hidden-treasure neighborhood restaurant, but crowdsourcing should never be the primary tool to evaluate your direct reports. It's a system that's too easily gamed, so it can end up becoming a popularity contest, or can fail to offer constructive guidance to employees. Truly advanced social recognition helps complement the performance review system, but doesn't replace it.

Responsive AND responsible

Joy called me a few weeks after the mail clerk crowdsourcing debacle, and we talked about how BI WORLDWIDE might help meet her company's need for social recognition that's responsive ... and responsible. I told her that all of our solutions are based on the science of behavioral economics. "We change employees' behavior and help you achieve measurable engagement objectives," I said. When she heard that, she wanted to hear more.

That's when I told her about G5 – the most advanced social recognition system ever:

- First and only system to feature **responsive web design**: your employees can use it anywhere, anytime, on any device
- **Social responsibly**: Turned on/off by administrator, or via individual opt in/out
- **Largest library of built-in apps**, including our patent-pending Recognition PURL™ app, which utilizes a personalized URL to celebrate employee achievements in a social networking environment

Why G5 is so advanced

The BI WORLDWIDE development team that built G5 is justifiably proud of this industry-leading new system for many reasons. Here are just a few:

Badging, the icons that build a community around engagement.

G5 badges can be awarded as reinforcement for company values, giving or receiving recognition, celebrating personal or professional milestones or in recognition of objective achievement. Badges can be earned through a progressive rules structure, as part of a "collect 'em all" design, or through a simple file load.

Tangible rewards that change behavior.

BI WORLDWIDE has a diverse and robust tangible rewards collection, featuring millions of merchandise offerings, digital downloads and event ticket options. Through the science of human behavior, we've learned that employee performance increases significantly more when there's a tangible reward, not cash, to be earned. And through the science of tax implications (and that's quite a science!), we've proven that our buy-wholesale capabilities really will save you money over our competitors' tactics of selling gift cards at retail plus a markup.

Truly mobile, truly personalized.

When you're selecting a supplier for social recognition, you need to ask some hard questions about mobility and design. Do my employees need to go through a lot of clunky downloads, or visit an app store? Does the mobile site offer everything that's on the main system? G5 is ready-to-go on any device, any time. And, with the largest available library of built-in recognition applications, it requires no additional mobile downloads and no need to visit an app store.

Global, and meaning it.

Saying you're a global company is one thing. Delivering on that promise is another. Because we provide vigorous support with in-country local representation, we understand your environment in the way that other "global" companies cannot. We offer you more than "global" – we deliver global programs, locally.

What happened to Joy

Joy ended her contract with that "Brand X" supplier, and, after a visit with BI WORLDWIDE, made the choice to use G5 for her organization's new system. Six months into a seamless implementation, she reports a positive user experience for herself: "I'm so pleased with the simple suite of reports and the easy-to-use dashboard. When I walk into a meeting with my boss, I feel as though G5 has helped me to be as prepared as possible." And, perhaps more importantly, she adds, "Our employees are more engaged, more aware of corporate values – and they're enjoying this new culture of recognition that we've created – thanks to BI WORLDWIDE and G5."

For more information on **BIWORLDWIDE** and **G5**, visit: BIWORLDWIDE.com/G5 or email us at info@BIWORLDWIDE.com.