

# AI-powered recognition:

## Delivering results from Day One

with BI WORLDWIDE and IBM watsonx

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At BI WORLDWIDE, we've always believed that recognition can transform the employee experience. When done well, recognition is timely, meaningful, and drives real behavior change. But what if we could make it even more impactful, personalized, engaging, and effortless?

We've set out to do that by collaborating with IBM to incorporate Gen AI into our solution. Built with IBM watsonx.ai, IBM's flagship portfolio of AI products, our recognition platform is infused with intelligent, conversational AI that helps managers and peers create thoughtful, authentic messages in seconds.

### Why AI in recognition matters

In today's hybrid and fast-moving work environments, employees crave acknowledgment, but time, writer's block, and uncertainty often get in the way. With watsonx embedded into our recognition platform, we're solving that.

**And the results speak for themselves.**

### Real impact

Here's what happened when BI WORLDWIDE infused AI into recognition:

- **20%+ increase** in average daily recognitions  
→ More people recognize more often because it's easier and intuitive.
- **65% of users** who generate a response with AI include it in their final recognition  
→ The use of AI isn't just a novelty—it's a practical, relevant tool that users find genuinely valuable.
- **7.8% decrease** in session time (saving 23 seconds per recognition)  
→ That may sound small, but for every 300,000 sessions, it's saving over **2,000 hours per month!**

### What makes this cool?

Let's face it, AI is everywhere. But most AI tools aren't built for the unique nuances of workplace culture and recognition. IBM watsonx is different. It accelerates the impact of generative AI to help clients drive productivity in core enterprise workflows.

Paired with BI WORLDWIDE's behavioral science-backed approach, this creates a seamless experience that supports busy managers, empowers recognition across the organization, and drives results.



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### Recognition that works smarter

Whether recognizing a colleague for stepping up on a project or celebrating a work anniversary, AI helps you find the words fast. No more blank screens or defaulting to “Great job!” Instead, you get meaningful messages that show people they’re truly seen and valued.

And that’s what recognition is all about.

In fact, hear testimonials from actual employees!

“This tool is **excellent**.

I am going to demo for our next All Hands.

I suspect some people have a hard time writing meaningful recognition - but this makes it soooo easy. I am excited to help our recognition culture grow...”

“...I used the wizard today to send an appreciation that may have been postponed otherwise.

Yes, I made changes to personalize it, and it was a time saver.”

**Ready to see how AI can supercharge your recognition strategy?  
Let’s talk.**

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At BI WORLDWIDE, we’re not just following trends but creating smarter, scalable recognition systems that deliver measurable business impact.

Built with IBM watsonx, we’re helping organizations elevate how they celebrate people, **every single day**.

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