

SUCCESS STORY

Project Gratitude:

Generating a 420% Increase in Recognitions

The Story

A US bank with 5,000 employees wanted to increase meaningful recognitions to team members who were asked to change how they did business to support social distancing. Workloads surged to support the government relief programs. Many of their people were working long hours during a period of great stress. Their goal was to raise the meaningful recognition rate by 100% during a two-month program.

The Solution

Capitalize on the existing social recognition platform, Applaudit®, to:

- Frequently communicate the importance of appreciation and Best Practices for recognition scenarios.
- Invest additional pool points for managers to award with their recognitions.
- Include both Manager (with points) and Peer (without points) recognitions in communications plan.
- Show support of Leadership from both Human Resources and Operations with use cases process.
- Track metrics toward goal.



The Success

- The results vastly exceeded the client's expectations.
- The goal was 100% increase in recognitions, and this focused effort produced over 5,200. A 420% increase over projections.
- Reinforced the Culture of Recognition that was so important to the client.

The Sum Up

Not every individual or manager is a natural coach. Giving people the tools through communication of Best Practices and other use case scenarios helps everyone become a team coach.

Meaningful recognitions were key to the client, not just an uptick in the numbers. The communications efforts rolled out over time were a strong tool toward making the recognitions meaningful.

The incremental amount of manager points was a factor, especially during the stress of COVID-19 work from home conditions. However, since a large number of the recognitions were given by peers, without points, we can conclude it was not the driving factor behind the success of the numbers.

“A program has the best chance to be successful when program administrators and company leaders put in the effort to support and drive recognition and engagement. “Project Gratitude” is evidence of that.”