



New life for a long-term program

A major private healthcare group needed to revitalise its long-running recognition and reward program. A simplified structure and back-to-basics approach reconnected employees to company values and revived the spirit of recognition.

The challenge

Achievement Awards Group was asked to step in to revive the long-running program, but the client asked to retain the existing branding. The great challenge was to foster excitement and buy-in without actually launching a new program.

The program goals were to encourage employees to live the organisation's values, and to recognise employees for improved customer satisfaction scores.

Our involvement

Achievement Awards Group conducted research to determine which program service areas needed revival. Program mechanisms were greatly simplified, and a back-to-basics approach was introduced – driving a renewed focus on value-aligned behaviour.

Program “ambassadors” were appointed on the ground to drive awareness and enthusiasm, and regular communications were sent to participants with news, success stories and updates.

The program comprised:

- Recognition cheques for on-the-spot recognition of values-aligned behaviours;
- Quarterly recognition rewards for achieving customer satisfaction targets at site level;
- A points-based reward system redeemable for awards from the Online Catalogue of Awards or via an AwardsCard™, which successful participants could use to shop at most retail outlets;
- A quarterly Sweepstakes competition, where successful recipients of recognition could earn additional *AwardPoints*™ (program reward currency) in a lucky draw;
- Frequent communication with staff and management via print, digital, cellphone and Program Ambassadors.

Results

- Within a year, recognition became a prominent feature in daily operations.
- **84%** of eligible participants received recognition for values-aligned behaviours within the first year.
- **40 000** recognition rewards were paid out to employees at sites that met their customer satisfaction targets over the year.
- Participants engaged with the program website regularly, via PCs and cellphones.
- In just one month, almost **16 000** AwardsCard™ transactions were recorded (successful participants spent over R1.4m across some 20 retail sectors), with over **111 200** AwardsCard™ transactions recorded over the year.

Vital statistics

Product category:
Recognition &
Reward Program



Number of participants:
10 000 - 20 000

The Science and Art of Business and People Performance

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