

Service Recognition Optimization Case Study

Overview

A major retail business sought to improve the impact generated by its investment in a corporate service recognition program. The plan was designed to ensure that employees were recognized key milestones starting at five years and then at five year increments. The program involved a public recognition event as well as an award.

Recognition Program Design

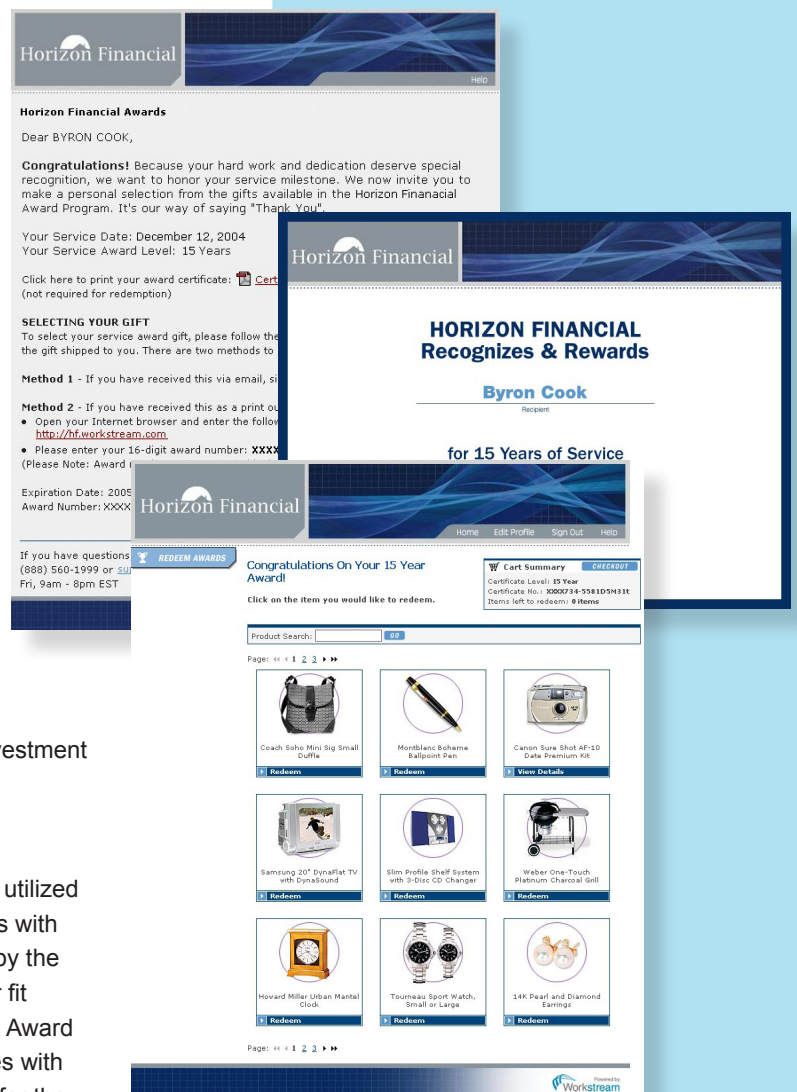
The client went through four design stages.

Stage 1: Research

The client surveyed and conducted focus groups with employees at all levels to assess their thoughts and beliefs about the service recognition program. Research showed that the employees did not gain value from certain existing program elements such as printed catalogs, print communications and high cost presentation boxes. Presentations events were more likely to be informal such as on site bagel breakfasts or afternoon cakes. Award options were considered dated and not in line with employee interests.

Stage 2: Strategy

- Branding**
 The client developed an internal marketing campaign and brand for the initiative.
- Investment**
 On plan investment levels were set at 10% below current investment levels.
- Structure**
 The client moved to a Web-based management system and utilized downloadable certificates that could be signed by co workers with meaningful notes and could be framed by the local store or by the employee. The downloaded certificate was seen as a better fit with the informal events associated with on site recognition. Award options were redesigned based on the employee preferences with new options such as iPods added. These changes allowed for the 10% cost reduction with improved perceived value.
- Measures**
 The program was measured by utilization, reduced administrative effort and reduce investment while improving employee impact.



Stage 3: Execution

The client used Workstream's Enterprise Service Recognition management platform to coordinate all elements of the recognition program. The application supported the following.

- Multiple dashboard views (Program owner/Participant)
- Campaign management tools including
 - Email and Web-based communications
 - Online query-based reporting/data export
 - Certificate management
 - Participation redemption processes and customer care
 - Rewards management

Stage 4: Evaluation

The client gauged the impact of its program through an ongoing series of audits, focus groups and conference calls to stay on track and improve the program. Workstream provided benchmarking analysis to assess metrics such as redemption rates, items redeemed, customer support needed as well as other activity-based measures.

Results

The client implemented the program with less than 16 hours of client side effort. The new streamlined processes delivering a program that was more in keeping with employee preferences and workplace practices reducing the level of management effort required. The refreshed award offering increased the employee satisfaction with the program while the client achieved a double digit cost saving. The return on investment for the project was in excess of 2,000% based on the annualized savings. The payback period for the project was less than 20 days.



The Slingbox family of products enable you to watch and control your TV anywhere you are from virtually any Internet-connected laptop, PDA, or Windows cell phone.



Completely re-mastered with a brighter display and more battery life, the pencil-thin iPod nano packs the entire iPod experience into an impossibly small design.



Soar away on a breathtaking and tranquil hot air balloon flight; take in the majestic scenery America has to offer and enjoy a birds-eye view over the landscape.



Breathtaking clarity, stunningly vibrant colors, rich acoustical depth, and seamless multimedia integration make Samsung a leader in LCD TV technology.

About Workstream Inc.

Workstream provides enterprise workforce management solutions and services that help companies manage the entire employee lifecycle – from recruitment to retirement. Workstream's TalentCenter provides a unified view of all Workstream products and services including Recruitment, Benefits, Performance, Compensation, Development and Transition. Access to TalentCenter is offered on a monthly subscription basis under an on-demand software delivery model to help companies build high performing workforces, while controlling costs. With 9 offices across North America, Workstream services customers including Chevron, The Gap, Home Depot, Kaiser Permanente, Motorola, Nordstrom, Samsung, Sony Music Canada, VISA and Wells Fargo. For more information visit www.workstreaminc.com or call toll free 866 953 8800.



U.S Headquarters
2600 Lake Lucien Drive
Suite 410
Maitland, FL 32751
Toll free: 866 953 8800
Fax: 407 475 55005
www.workstreaminc.com