

# CASE STUDY



## CLIENT:

Rymax Marketing Services

## PROGRAM:

Employee Incentive, Spot Recognition, Training, Recruitment & Years of Service



## SITUATION:

Prior to the “Be a Part of It” program, Rymax had a spot recognition program solely comprised of \$50 gift card awards that were to be redeemed from an online product catalog. This program had very low participation and was not used consistently within the company. Employees were not rewarded frequently or by those outside their departments and were not very motivated from this program. Rymax wanted a more strategic program that would clearly define award criteria and allow all employees to be eligible for recognition. Rymax’s objective was to reward employees for reaching corporate goals, departmental goals, years of service, and other teamwork efforts such as working at company events, assisting with taking inventory, recruiting new staff, and completing online quizzes for factory trainings.

## STRATEGY/SOLUTIONS:

Rymax developed the “Be a Part of It” program, a completely customized employee incentive and recognition program. The “Be a Part of It” theme was derived to match the excitement and thrill of New York City, and all marketing materials supported this theme. An online platform was created that allows full administrative control including the ability to reward points by uploading directly to a participant’s account, automatic award notification via email, and custom and participant report features. In the weeks prior to the program launch, posters were hung in the office and several e-blasts were sent to the employees. The surprise campaign was kicked off with a luncheon where employees were given a gift bag containing snacks, a metro card with their username and password to the redemption site, and informative brochures about the programs procedures and objectives. Additional teasers and Intranet messages serve as continual program reminders. Furthermore, quarterly ceremonies are held to congratulate employees for their years of dedicated service to the company, in which they are awarded plaques and “Be a Part of It” points.

## RESULTS:

The “Be a Part of It” program has become popular for both administrators and participants! It has had a positive impact on both employees and customer satisfaction. Rymax has a more engaged workforce and employee turnover is below the industry standards. Managers have been actively utilizing the program, awarding employees daily, and the employees are steadily redeeming their points for merchandise and receiving the rewards quickly.

- The Director of Marketing stated that one key to success is the ability to “update departmental goals on a regular basis to keep staff engaged and continually motivated.”
- Senior staff members who have experienced both programs agree “this program is a huge improvement and that the points are a good motivator.”
- The Customer Service Manager commented that “by creating separate goals and budgets both departmentally and company wide, this program is able to reach more employees and make sure no good job goes unrewarded.”
- Director of Strategic Relations & Compliance, believed one key to success was “the designs and presentation - these are a more effective way of saying ‘thank you’ than just simply depositing points into someone’s account. There is something to be said about receiving a “certificate” of appreciation as well.”