

# Employee Recognition Program

## GiftCertificates.com™

### Company Background

GiftCertificates.com is the leading provider of results-based reward and recognition solutions for corporate customers and human resources, sales, and marketing groups, including programs for over 80% of the Fortune 100. The company's universally appealing reward, the SuperCertificate® REWARD, can be redeemed at [www.GiftCertificates.com](http://www.GiftCertificates.com) for hundreds of original merchant gift certificates.

### Challenge

GiftCertificates.com's previous internal recognition program had done its job for four years and was ready to be reviewed and refreshed. In addition, the company was moving corporate offices from Seattle to Omaha. Much of the Omaha staff was new and trying to get to know one another in the middle of a major corporate culture shift.

### Solution

Using the company's accumulated expertise in recognition programs, GiftCertificates.com analyzed its own reward and recognition situation as if it was one of its own clients, then designed a new program with the SuperCertificate® REWARD at its center. Because the company understood that communicating program details is critical to any program's success, the HR team designed two separate communications campaigns to reach its main audiences: upper management and employees. As a part of this process, employees were allowed to help name the program. The resulting name was YOW\$A (Your Outstanding Work Says it All).

As the program progressed, the communication focus continued, with regular information being disseminated through an employee newsletter, a manager newsletter, break room displays and a dedicated intranet site with documents, guidelines and updates, plus award winner lists. Monthly recognition meetings are held, and an annual awards ceremony gives further value to the awards.

### Results

In the first few months of the program, employee participation had already increased significantly over the previous program. Today, when you walk along the aisles of the company, you see many YOW\$A certificates proudly displayed.



### From the Source

"Our goal was to increase productivity, support corporate goals and re-energize employees about the company and products. We also wanted to bolster sales and achieve acknowledgement in the industry as a leader in employee recognition."

**Ande Arterburn**  
Human Resources Coordinator  
GiftCertificates.com

### Program Results

A series of awards are used so all employees and management staff can participate.

- All employees can give other employees Peer Recognition awards.
- At the end of each quarter, any employee who has accumulated five peer awards can collectively redeem them for a \$25 SuperCertificate® REWARD.
- Managers can give SuperCertificate® Manager Awards to employees in denominations appropriate to the employee's accomplishment.
- Top management chooses Employee of the Quarter and Employee of the Year recipients.