

2010 Baker's Dozen Customer Satisfaction Ratings: Top Recognition Providers

The rankings contained within the Baker's Dozen for Recognition and other service areas in *HRO Today* are based on customer survey data. The indices result from a multi-step process. *HRO Today* identified the top recruitment providers. Our survey research team then asked providers to identify customers to be surveyed. Using the *HRO Today* database, we identified other buyers to survey. Each respondent was asked about services provided, scope and scale of services, and the quality and satisfaction with the services.

Respondents provide e-mail addresses for verification, but responses are kept in strictest confidence. Once collected, information is loaded into the *HRO Today* database and analyzed to score

each provider having a statistically significant sample. For this survey, we received feedback from more than 125 verified customers. The rankings are based on point assignments and weightings of questions—plus a predetermined algorithm that calculates the overall score based on breadth, scope and scale, and quality. Rankings and weightings are determined statistically, and all feedback is from customers. The ratings are not the opinions of *HRO Today* staff. We only provide a methodology, and we do not claim that our methodology is the only viable ratings program available; we do, however, vouch for its statistical validity. We hope this ranking provides you some insight into your next RFP process.

	Company	Employees Incentivized in 2009	URL
--	---------	--------------------------------	-----

1	Inspirus (formerly Diamond H)	More than 1 million	www.inspirus.com
---	--	----------------------------	---

Inspirus is making the world a better place to work by delivering workforce recognition solutions that amplify employee engagement, improve retention and boost performance. For more than 100 years, Inspirus has partnered with clients to implement recognition programs tailored to fit each of their unique goals, values and cultures. Our solutions combine Software-as-a-Service (SaaS), professional services, and an unmatched rewards selection to inspire employees and drive measurable results. With a global reach, Inspirus is headquartered in Fort Worth, Texas.

Clients: Delta Air Lines, McDonald's, Geico, Humana, Tesoro, TW Telecom, and Bridgestone Americas.

Services: Inspirus delivers enterprise workforce recognition solutions through the combination of thought-leading performance solutions, innovative technology, and an unmatched selection of rewards. Program types supported include milestone recognition, e-cards, peer-to-peer or team nomination, onboarding, on-the-spot, manager action, pinnacle awards, award codes, surveys, customer generated recognition, safety, wellness, and others.

Most important metrics: Inspirus delivers solutions that improve employee engagement, retention, and performance. The achievement of its clients' success in these areas is a key area of focus for the company. Other measurements such as employee participation rates, recognition contacts, and recognition impressions are used to track the company's performance.

2	I Love Rewards	126,403	www.iloverewards.com
---	-----------------------	----------------	---

I Love Rewards is the leader in results-driven rewards and recognition solutions. Top employers in North America choose I Love Rewards for its proven best practices in launching and sustaining successful, ROI-based programs. Our focus is to recruit, retain and inspire employees and align them to company goals. We believe that engaged, motivated employees drive the results most important to business success.

Our on-demand technology allows organizations to fully outsource their employee rewards and recognition programs, which are tailored and branded to look and feel like their own. Our solutions are delivered via our online points engine that allows clients to award points to their employees. Employees can redeem their points for brand name products, gift cards or travel experiences from our online rewards catalog.

Clients: BlueCross BlueShield, KPMG, Rogers Communications Inc., Bell Canada, LoJack/Boomerang, ConAgra Foods, Microsoft, Bruce Power, 3M, Eli Lilly, Ceridian, and Bayer.

Baker's Dozen: Recognition

Company

Employees Incentivized in 2009

URL

Services:

- Rewards sourcing
- Concierge service
- Pay for performance
- Member support
- Graphic design
- Recognition consultation team
- Custom IT development
- On-demand analytics
- Peer-to-peer recognition
- Results-tracker
- Social recognition
- Surveys and quizzes
- Content and video manager
- Incentive contests
- Value-based recognition
- Milestones recognition
- Recruitment
- Sales and call center incentives

Most important metrics: Engagement levels, increase in sales, cost-savings, employee retention, and employee candidate referrals.

3 Rideau Recognition Solutions

2,204,126

www.rideau.com

Rideau is North America's leading source for web-based incentive management solutions. Built on state-of-the-art technology, Rideau's innovative and easy-to-use employee recognition and customer loyalty programs are changing the way companies recognize employee service and achievement, reward individual and team performance, and strengthen customer relationships and create brand loyalty.

Delivering recognition and reward solutions that inspire employees to succeed is core to Rideau's beliefs. Our expertise helps our clients build positive relationships with their people to reflect the company's values, increase revenues and exceed customer expectations.

Clients: H&R Block, CIBC, Air Canada, and RBC.

Services: Rideau's solutions include a wide range of tailor-made programs which increase customer and employee performance, retention, loyalty, engagement and ultimately ROI. Our customizable platforms allow us to deliver a variety of solutions to our customer, some of our most popular programs include: corporate merchandise, service awards, performance awards, performance management, safety incentives, and cash incentives. Rideau is a full service provider. Our proprietary enterprise resource planning (ERP) and recognition applications allows us to deliver everything from strategy, design and marketing to training, program management and analysis.

Most important metrics: Directly linked to corporate goals, be it engagement, employee morale, turnover, absenteeism, customer or employee loyalty.

4 MTM Recognition

More than 1 million

www.mtmrecognition.com

MTM Recognition creates and implements programs to celebrate achievement, reward performance, honor service, brand and reinforce company image. The hallmarks of our people, products and programs have always been craftsmanship and first-class quality. Thousands of organizations around the world partner with MTM Recognition to develop and deliver strategic and comprehensive recognition programs. Companies rely on our expertise, resources and support systems to help them cultivate strong, personal relationships with their employees.

Clients: N/A

Services:

- Service
- Performance
- Safety
- Sales
- Wellness
- Onboarding
- Attendance Award programs
- Points-based programs such as High Five Points program
- Memorable and meaningful recognition products and programs

Most important metrics: N/A

Baker's Dozen: Recognition

Company

Employees Incentivized in 2009

URL

5 The Miller Company

250,000

www.millercom.com

In 1992, The Miller Company was your typical start-up—a desk in the corner of the house, a high level of passion, and a belief in our ability to make a dent in the Universe. Since then, continued passion, creative ideas, dependability, and trusting clients have led to steady growth. Today, we work in an open, creative environment that benefits our clients and nurtures the professionals who work here. As a business with entrepreneurial DNA, our clients benefit from our flexibility, agility, and the absence of layers to our decision makers.

Clients: Northrup Grumman, NOKIA, ClubCorp, Lennox, SuperMedia, Sabre Holdings, Travelocity, and Greyhound.

Services: The Miller Company's services cover the spectrum of internal and external brand touch points, including tenure recognition, individual and team performance awards, sales and safety incentives, gifts, and branded merchandise.

Most important metrics: Employee engagement, loyalty, and productivity.

6 Perks

N/A

www.perks.com

Headquartered in Los Angeles and with offices in Austin, TX; Boston; Houston; Little Rock, AR; London; and New York, Perks.com serves national and international clients across five continents.

Clients: N/A

Services: Program design; internet technology delivery; program management; international translation services; international rewards fulfillment (Asia, Europe, South America, Central America, North America); employee recognition; salesforce incentives; dealer incentives; customer loyalty; and marketing research incentives.

Most important metrics: Engagement as measured by opt-in response, frequency and velocity of response, and adoption of target behavior.

7 Rymax

More than 310,000

www.rymaxinc.com

At Rymax, we believe in the power of recognition. Our goal is to inspire growth, enhance performance, and develop meaningful relationships, to help drive our customer's business. Our unwavering focus is on providing solutions for our customers to maximize the performance of their loyalty and recognition programs. Our ability to anticipate change while exceeding expectations is the core of our culture.

As the largest national manufacturer's representative in the incentive industry, we provide our clients with access to factory-direct pricing on products from over 200 brand names while also providing a turnkey incentive solution to drive behavior and yield results.

Clients: N/A

Services: Rymax provides customized incentive solutions including access to more 200 name brand manufacturers at factory-direct pricing, a secure, multi-functional online rewards platform, comprehensive reporting capabilities and performance tracking, in-house marketing and print catalog design, multiple distribution facilities in the U.S. and abroad for hassle free fulfillment, a full in-house customer relations division, complete event planning and execution, reward banquets, shopping sprees, guided program launches, Race for Rewards, Loyalty Plus, and more.

Most important metrics: Employee engagement and retention, program opt-in, client feedback surveys and scorecards, reward redemptions, ROI analysis, and overall sales lift.

Baker's Dozen: Recognition

Company

Employees Incentivized in 2009

URL

8 Anderson Performance Improvement Company (APIC) **More than 450,000** **www.andersonperformance.com**

Anderson Performance Improvement Company (APIC) leads the industry in unlocking the performance potential of a wide range of businesses worldwide. It has built a solid reputation as a pioneer of high-tech solutions for employee, channel, and customer motivation, incentive and recognition award programs. As a full-service performance improvement company, APIC creates and implements behavior-based incentive and recognition programs for Fortune 500 companies and delivers motivational solutions from start to finish including analysis, program design, communications, measurement, reinforcement, reporting, rewards, and administration. These programs are designed to produce lasting performance improvement and ultimately improve a company's bottom line.

Clients: N/A

Services:

- Recognition
- Incentive
- Business to Business
- Channel incentives
- Years of service
- Wellness

Most important metrics: Profit increase, revenue growth, wellness financial impact, productivity, product sales, employee and customer satisfaction, first-pass resolution, product referrals, safety and lost time prevention

9 Globoforce **N/A** **www.globoforce.com**

Globoforce helps the world's largest and most complex companies engage and motivate their employees by fostering a culture of appreciation that breaks down the boundaries of country, language, and company position.

Clients: N/A

Services: Globoforce's web-based software platform offers multiple languages and currencies, SOLI (standard of living index), manager-to-employee and peer-to-peer recognition, approval workflow, allocation controls, reporting and administration, rewards selection, user-reporting dashboards, a full suite of online budget management, reporting and order tracking, single sign-on (SSO) and data flow, and integration with payroll systems such as PeopleSoft and SAP. The company also offers program design and deployment consulting, communications planning and execution, 24-hour multilingual customer service support for clients' employees, and continual client service consulting post-program deployment.

Most important metrics: Weekly award nominations as a percent of total employee population, reward redemptions, employee engagement and satisfaction surveys pre- and post-program launch, user feedback surveys, and overall business results.