

2012 Baker's Dozen Customer Satisfaction Ratings: Recognition

HRO Today's Baker's Dozen rankings are based solely on feedback from buyers of the rated services; the ratings are not based on the opinion of the *HRO Today* staff. We collect feedback annually through an online survey, which we distribute both directly to buyers through our own mailing lists and indirectly by sending service providers the link to send to their clients.

Once collected, response data are loaded into the *HRO Today* database for analysis to score each provider that has a statistically significant sample. For this survey, we required 13 responses from 10 companies, and we received feedback from more than 300 verified customers. In order to determine an overall ranking, we analyze results across three subcategories: service breadth, deal sizes, and quality. Using a predetermined algorithm that weighs questions and categories based on importance, we calculate scores in all three subcategories as well as an overall score. The rankings are based on those scores. The numbers presented in the tables on page 48 represent those calculated scores; we include them to demonstrate the relative differences among the ranked service providers.

While we do not claim that our methodology is the only viable ratings program available, we do vouch for its statistical validity. We hope this ranking provides you some insight into your next RFP process.

1. BI WORLDWIDE

Website: www.biworldwide.com

BI WORLDWIDE is a global provider of employee recognition programs and is devoted to helping organizations translate their vision into action to improve employee engagement. Headquartered in Edina, Minnesota and with more than 25 locations in the U.S and worldwide, BI WORLDWIDE's mission is to produce measurable results for our clients by driving and sustaining engagement with their employees, channel partners and consumers. We are a founder of Recognition Professionals International and a recipient of the Malcolm Baldrige National Quality award.

Services:

- Engagement and motivation: employee productivity, rewards and recognition,

culture and change management, research and analytics, and employee engagement consulting.

- Service anniversary awards
- Employee training
- Mobile engagement: mobile-based rewards, tablet/mobile-based learning, wellness programs
- Meetings
- Safety programs

Most important metrics:

- Program business objectives achieved
- Increase in employee engagement/satisfaction survey results
- Increase in total employee productivity levels and revenue
- Unique participant log-ins to the recognition and rewards platform/website
- Percent of manager discretionary (on-the-spot) rewards budget used
- Percent of eligible employees sending peer-to-peer recognitions per month

- Number of total peer-to-peer recognitions sent per month
- Number of manager discretionary (on-the-spot) recognitions given per month/year
- Dollars spent per person per service anniversary awards
- Percent of program budget allocated to rewards

2. Inspirus

Website: www.inspirus.com

Inspirus delivers integrated workforce recognition solutions that recognize the behaviors and contributions of employees while aligning with the core values and mission of the organizations that employ them. 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.

Services:

- Strategy development
- Program design
- Solution support
- Configurable SaaS technology for development and deployment of program
- Real-time recognition program reporting
- Best-in-class for customer service

Most important metrics:

- Client success improving employee engagement, retention, and performance
- Employee participation rates
- Recognition contacts
- Recognition impressions

3. MTM Recognition

Website: www.mtmrecognition.com

MTM Recognition offers solutions that increase engagement through memorable, meaningful award experiences. We are headquartered in Oklahoma City, Oklahoma with manufacturing facilities throughout the country. As a designer and producer of unique recognition products, we help reinforce company culture by offering a variety of reward and recognition solutions.

Services:

Recognition solutions for:

- Performance
- Years of service
- Sales
- Safety
- Onboarding
- Retirement
- Affiliation
- Attendance
- Community involvement
- On-the-spot
- Peer-to-Peer
- Manager-to-Peer

Through:

- Program Builder™

- PointFolio™
- Social Engagement™ - Carousel™
- Global fulfillment
- U.S. manufacturing of award products
- Custom manufactured jewelry

Most important metrics:

- Budget levels for reward programs
- Total spend
- Employee engagement, turnover, and retention
- Award program survey and response rates
- Goal setting results
- Employee satisfaction

4. Michael C. Fina

Website: www.mcfrecognition.com

Michael C. Fina believes in creating memorable experiences for their customers and employees so they are inspired to do great things. The WBENC-certified company is the leading family-owned provider of global employee reward, recognition, and incentive solutions that deliver positive business results. Our solutions provide the means to celebrate the milestones and achievements in your employees' careers, whether it's a performance milestone, a safety initiative, or service anniversary.

Services:

- Performance recognition
- Milestone recognition programs celebrating service anniversary and retirement
- Global rewards
- Early recognition and onboarding
- Peer-to-peer/manager-to-peer nomination programs
- Sales incentives
- On-the-spot awards
- Wellness incentives
- Safety recognition

Most important metrics:

- Employee engagement

- Retention
- Turnover
- Patient satisfaction
- Sales performance
- Workplace safety and health

5. Globoforce

Website: www.globoforce.com

Globoforce is the a leading provider of social recognition solutions, redefining how companies understand, manage, and motivate their employees. Innovative companies around the world use Globoforce's cloud-based social recognition software to reveal the true performance and influence of every employee and strengthen company culture. With Globoforce, HR and business leaders can take a strategic approach to recognition programs that result in measurable benefits to the bottom line driven by increases in employee engagement, retention, and productivity. Globoforce is co-headquartered in Southborough, Massachusetts, and Dublin, Ireland.

Services:

- Social Recognition®
- Mobile recognition
- Service award programs
- Insight consulting services
- Talent Maps™ (crowdsourced data)
- Industry's largest global rewards network
- 24/7 customer support

Most important metrics:

- Employee engagement
- Retention
- Satisfaction

6. The TharpeRobbins Company Inc.

Website: www.tharperobbins.com

For more than 100 years, TharpeRobbins' rich history as an innovator has covered the

breadth of managed reward and recognition programs. The company fosters superior performance by creating new standards for employee recognition and rewards through imaginative solutions, cutting-edge programs, flawless execution, professional service and world-class technology. The company is passionate about recognition because it know that an engaged workforce produces satisfied customers, which in turn produces more business. With TharpeRobbins, *recognition changes everything*. The company headquarters are located on a 25-acre campus in Statesville, N.C. and include an extensive showroom and state-of-the-art distribution facility. The ISO-certified Attleboro, Mass., operations include creative services, software development and jewelry manufacturing.

Services:

- Onboarding
- Length of service awards
- Retirement
- Safety
- Peer-to-peer
- eCards
- Spot recognition

Most important metrics: N/A

7. Symbolist (Formerly The Miller Company)

Website: www.symbolist.com

We nurture brand loyalty and engage your audience through reward and recognition systems, incentives, and promotions that are aligned with your company's core values.

Services:

- Peer-to-peer programs
- Performance programs
- Tenure recognition programs
- Consumer loyalty programs
- Sales incentive programs

Most important metrics:

- Recognition program participation
- Participant engagement and satisfaction
- Employee retention

8. O.C. Tanner

Website: www.octanner.com

O.C. Tanner is all about appreciating people in their work and personal lives. We take a human approach to building cultures that inspire and appreciate great work. Through the frequent expression of appreciation and the value of people's individual efforts and talents exhibited through great work, companies and organizations are experiencing fortified loyalty, unified teams, engaged and productive employees, and growth of the company's brand and bottom line. We firmly believe that when great work is regularly celebrated and appreciated, a great company is the inevitable result.

Services:

- Appreciation culture assessment and consulting
- Solution design and management
- Leadership training in the practice of appreciation
- Measurement of solution outcomes
- Integrated appreciation and recognition solutions
- On-boarding award programs
- Milestone award programs for years of service and retirement
- On-the-spot awards for above-and-beyond performance
- Peer-to-peer appreciation and award nomination
- Sales, safety, and wellness incentive programs
- Celebration and holiday event gifts

Most important metrics:

- Improved employee engagement
- Increases in employee retention

9. Achievers (formerly I Love Rewards)

Website: www.achievers.com

The Achievers mission is to *change the way the world works*. We are accomplishing this by helping companies around the world recognize and reward positive employee behaviors on a daily basis resulting in higher employee engagement and better business results. With our award-winning technology, unmatched customer service and industry-leading expertise we have powered the world's most successful rewards and recognition programs.

Services:

- Employee recognition
- Global rewards
- Years of service awards
- Executive reports
- Sales incentives
- SaaS technology
- 24/7 multilingual support

Most important metrics:

- Employee engagement/satisfaction scores
- KPI's achieved year-over-year
- Retention
- Turnover

10. Rymax

Website: www.rymaxinc.com/hro

Rymax believes in the power of recognition and knows what it takes to implement a successful engagement solution. Our goal is to inspire growth, enhance performance, and develop meaningful relationships to help drive your business forward. Rymax is the largest manufacturer's representative in the incentive industry, providing brand name merchandise at factory-direct pricing. In addition to supplying merchandise rewards for recognition and loyalty programs, and corporate gifts, Rymax designs and manages comprehensive incentive

solutions to help companies achieve their goals through motivating employees and driving customer loyalty. From concept to creation to implementation to execution and analysis, Rymax can manage your entire employee program from start-to-finish.

Services:

- Corporate gifting
- Recognition and employee engagement programs
- Years of service awards and banquets
- Peer to peer and spot recognition strategies
- Training, recruitment and retention programs
- Sales incentive programs
- Wellness and safety programs
- Race for Rewards™ – shopping cart warehouse run
- Dedicated account management
- Merchandising specialists and purchasing teams
- MaxSite™ - Proprietary online rewards platform
- Bi-coastal warehousing
- Global fulfillment solutions
- US-based call center and customer service team
- Gift card division
- Quantitative and qualitative measurement tools

Most important metrics:

- Employee engagement and retention measurement
- Program opt-in
- Client feedback surveys and scorecards
- Reward redemptions evaluations
- ROI analysis
- Overall sales lift reporting

11. Point Recognition

Website: www.pointrecognition.com

For more than 25 years, Point Recognition has specialized in developing, executing, and managing employee award programs for all types of companies. Point Recognition offers

an innovative, cost-effective, online award program platform that can be used to execute all corporate award and recognition programs. For effective program management, Point Recognition utilizes a custom data management system combined with personal, world-class customer service and care.

Services:

Develop, design, execute and manage corporate award and recognition programs including:

- Service award program
- Safety program
- Holiday gift program
- Dealer and sales program
- Performance awards
- Peer-to-peer program
- Wellness program
- Retirement program
- Spot program
- Onboarding program
- Points-based, online program
- Merchandise, travel, event tickets, activities and custom merchandise for rewards
- Customized awards
- Program administration/management
- Real-time, online tracking and reporting capabilities
- Employee and customer satisfaction surveys
- Dedicated account manager and customer Sservice

Most important metrics:

- Employee participation rates
- Employee and customer satisfaction survey results
- Accurate and timely program administration/management/customer care
- On-time award delivery
- Cost reduction/savings
- Budget analysis

12. Anderson Performance Improvement

Website: www.andersonperformance.com

Anderson Performance Improvement Company (APIC) accelerates our clients' progress by motivating their people with behavior-based rewards and recognition. Our award-winning system boosts retention, increases productivity, and promotes engagement throughout an organization. No matter what your objective—employee retention, customer satisfaction and loyalty, sales acceleration, product knowledge, or non-sales productivity—we have a solution. As a full-service performance improvement company, we deliver motivational solutions from start to finish including analysis, program design, communications, measurement, reinforcement, reporting, rewards, and administration—APIC has built a solid reputation as a pioneer of high-tech solutions. These programs are designed to produce lasting performance improvement and ultimately improve your bottom line.

Services:

- Employee recognition and engagement
- Sales incentives
- Business to business
- Channel incentives
- Years of service
- Health and wellness
- Discretionary recognition tools
- Safety programs
- Reward sourcing

Most important metrics:

- Profit increase
- Revenue growth
- Wellness financial impact
- Productivity
- Product sales
- Employee engagement
- Customer satisfaction
- First-pass resolution
- Product referrals
- Safety and lost time prevention
- Employee retention
- Key metric and sales quota attainment