

# 2015 Baker's Dozen Customer Satisfaction Ratings: Recognition

By The Editors

*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 8 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 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 recognition provider.

## 1. Madison Performance Group

**Website:** [www.madisonpg.com](http://www.madisonpg.com)

As a global leader in social recognition, Madison's business approach encompasses the totality of a company's performance drivers and focuses on the individuals responsible for ultimate success: employees, sales, and channel partners.

Madison harnesses its groundbreaking, highly configurable, cloud-based social recognition technology and leverages scientific principles and findings to guide desirable change of human behavior and elevate performance.

Our performance and sales boosting methods coupled with powerful analytics and innovative solutions give management the power to purposefully engage an audience; measurably identify leadership traits; effectively motivate tangible potential; and incent individuals. Applying scientific principle to performance and behavior, our offerings help clients do more by encouraging their audiences to be more.

Transforming cultures within some of the world's most recognizable brands, Madison provides clients with the competitive advantage required to succeed in today's

ever-changing business environment.

**Services:**

- Employee reward and recognition programs
- Sales incentive contests
- Employee engagement initiatives
- Incentive group travel
- Individual travel rewards
- Wellness offerings
- Service anniversary programs
- Program design and development
- Website/platform creation
- Communications planning and execution
- Global rewards fulfillment
- Program management
- Customer service
- Reporting, tracking, and analytics

**Most important metrics:**

- Program specific performance indicators
- Improved employee engagement scores
- Incremental revenue gains
- Participant satisfaction levels
- Customer satisfaction levels
- Return on investment (ROI)

### 2. Globoforce

**Website:** [www.globoforce.com](http://www.globoforce.com)

Globoforce has a simple and straightforward vision: transform the modern workplace using the power of recognition. For the past 16 years, Globoforce has been making waves in the HR industry by helping companies improve their workplace culture through memorable experiences. Globoforce's recognition solutions provide managers and leaders with real-time insights to drive talent and culture management, and have a direct and measureable impact on business results. The company's products and best practices are used in some of the largest and most respected companies in the world, providing recognition solutions on a single platform with mobile and multi-lingual capabilities.

**Services:**

- Social recognition
- Mobile recognition
- Strategic recognition
- Service timelines
- Global rewards network

**Most important metrics:**

- Employee recognition
- Employee satisfaction and retention
- Employee engagement and productivity
- Identification of top performers
- Customer satisfaction

### 3. Achievers

**Website:** [www.Achievers.com](http://www.Achievers.com)

Achievers delivers the award-winning Employee Success Platform™ that enables social recognition, which dramatically increases employee engagement and drives business success. Designed specifically to meet the needs of today's workplace, it empowers employees to recognize each other in real time and aligns them to the goals of the company. The platform is focused primarily on changing employee behavior through motivation, not just delivering rewards. With more than 7,800,000 annual recognitions, the platform inspires brilliant performance in 110 countries.

**Services:**

- Social employee recognition
- Mobile recognition
- Values-based recognition
- Years of service award programs
- Safety
- Wellness
- 24/7 global customer support
- Industry's largest global rewards network
- Consulting services

- Sales incentives
- Real-time analytics (reporting, tracking, budgeting)
- Concierge service
- Customer service: communication planning and execution; program management; leadership training; thought leadership; dedicated client success managers; dedicated program design and implementation; customer support for employees in 120 languages; creative design services

**Most important metrics:**

- Employee engagement and retention measurement
- Customer satisfaction
- Business profitability
- Platform usage rates for employees
- Recruitment
- Turnover rates
- Employee satisfaction
- Employee productivity
- HCAP scores
- Top employer awards
- Incremental revenue
- Decreased wellness costs

### 4. Rideau Recognition Solutions

**Website:** [www.rideau.com](http://www.rideau.com)

Rideau helps clients build positive relationships with employees that enhance corporate culture and improves business.

**Services:**

- Recognition and rewards solutions
- Non-monetary social recognition
- Career service recognition
- Customer loyalty
- Sales and service incentives
- Instant recognition
- Concierge and lifestyle management

- Health, wellness, and safety
- Recognition-based cash award management

**Most important metrics:**

- Program usage rates
- Reward redemption rates
- Recipient program satisfaction levels
- Administrator satisfaction levels
- Various program metrics including: website uptime (including scheduled and unscheduled maintenance); speed to answer phone calls; telephone call abandonment rate; customer email response time; award delivery (timely deliveries); shipping accuracy; and quality control (returns)

### 5. BI WORLDWIDE

**Website:** [www.biworldwide.com](http://www.biworldwide.com)

BI WORLDWIDE is a global engagement agency that uses the latest technology and behavioral economics theories to develop solutions that produce measurable results for our clients. We drive and sustain engagement for our clients' employees, channel partners, and customers.

**Services:**

Employee engagement:

- Employee rewards and recognition
- Length of service awards
- Employee training
- Safety and wellness programs
- Employee meetings

Sales and channel effectiveness:

- Sales incentives, recognition, and rewards
- Sales training

- Business meetings
- New product launches
- Interactive promotions
- Research, analytics, and business intelligence

Customer engagement:

- Database marketing
- Experiential marketing
- Loyalty marketing
- Interactive media and promotions
- Branded merchandise
- Partnership marketing

**Most important metrics:**

- Employee satisfaction, engagement, turnover, safety, wellness
- Overall sales, sales margin, ROI, sales force engagement
- Customer satisfaction, loyalty/retention

## 6. O.C. Tanner

**Website:** www.octanner.com

O.C. Tanner develops strategic employee recognition and reward solutions that help people accomplish and appreciate great work.

**Services:**

- Yearbook, our latest web and print-on-demand technology, reinvented service awards for the 21st century by allowing leaders and peers to create personalized, one-of-a-kind keepsakes to celebrate each service anniversary.
- Our latest SaaS and cloud-based technologies support social appreciation tools that help clients globally celebrate 100 recognition moments a minute, every minute of every day.
- Our one-of-a-kind manufacturing capabilities include cutting edge 3-D CAD design, sophisticated laser technology and precision milling machines, that help us create over 6,000 unique symbolic awards and trophies daily.

- O.C. Tanner's Wall of Fame social technology enables recognition to flow up, down, sideways, peer to peer, leader to peer, and more, to broadcast recognition company-wide.
- Our Smarts analytics suite allows admins to filter and access big data gathered from recognition programs in more flexible and creative ways than any other recognition provider. So organizations can use real-time numbers to manage programs, people, and performance.

**Most important metrics:**

- Recognition given (utilization)
- Recognition received (reach)
- Adoption rate
- Redemption rate
- On-time delivery
- Returns
- Award usage
- Correlations to business goals

## 7. Inspirus

**Website:** www.inspirus.com

The Inspirus employee engagement platform draws employees into purpose-built employment experiences and gives organizational leaders a full portfolio of solutions to drive employee engagement and demonstrate business impact.

Only Inspirus combines integrated rewards, learning, communication tools, and analytics to power talent applications. The Inspirus engagement platform spans recognition, personal well-being, incentive, milestone awards, and community involvement. The platform continues decades of experience helping market-leading companies inspire employees and bring joy to work.

**Services:**

- Points-based engagement platform: an enterprise-wide platform, accessible on any device to drive engagement and consolidate
- Recognition: incentive, service, safety, wellness, nomination, spot and peer-to-peer
- Community: recognizing employees for serving their community
- Rewards: millions of choices including exclusive products, gift cards and events
- Learning: learning applications with a game-based approach
- Communication: ensuring employees have the right

information at the right time

- Analytics: in-depth analytics highlight opportunities to maximize ROI and drive engagement
- Milestone recognition: service, retirement, birthday, wedding and company achievements
- Manufacturing: emblematic and symbolic awards
- Customer service: award-winning servant leadership approach

**Most important metrics:**

- Improved employee engagement and performance
- Talent acquisition and retention
- Company culture, productivity, and innovation
- Impact on strategic business objectives

### 8. Point Recognition

**Website:** [www.pointrecognition.com](http://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:**

- Recognition programs
- Service awards
- Safety
- Holiday gift
- Sales and incentive
- Performance
- Peer-to-peer
- Wellness
- Retirement
- Points-based, online program customized with

corporate logo, branding, message, and merchandise

- Millions of brand-name awards categorized in merchandise, travel, event tickets, activities, and custom merchandise
- Customized awards with corporate logo and/or personalization
- On-time, fast, and free award delivery
- Complete program administration/management, including custom employee congratulatory packets and other communications
- Real-time, online tracking, and reporting capabilities
- Employee and customer satisfaction surveys
- Dedicated account manager and customer service

**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

### 9. Maritz Motivation Solutions

**Website:** [www.maritzmotivation.com](http://www.maritzmotivation.com)

Maritz Motivation Solutions is a global leader in employee recognition. Our CultureNext solution reimagines engagement by combining curated design, success-style strategy and communications, and insights-driven dashboards to provide an effective and fun recognition experience. With CultureNext, organizations can take their workforce to the next level, resulting in motivated employees, satisfied customers, and bottom-line success. The platform supports a variety of program types including peer-to-peer and manager discretionary e-cards, nomination, pinnacle, on-the-spot, milestone, award codes, user action, surveys, point uploads, and more.

**Services:**

- Employee recognition
- Service anniversary/milestones
- Performance incentives
- Rewards programs
- Employee surveys

**Most important metrics:**

- Employee engagement measurements
- Employee retention rates
- Employee/customer satisfaction
- Program feedback surveys
- Employee participation rates
- Return on investment (ROI)

## 10. Royal Recognition

**Website:** [www.royalrec.com](http://www.royalrec.com)

Royal Recognition, Inc. inspires, rewards, and celebrates the contributions of valued employees around the world through the development of employee recognition programs. We listen and collaborate with clients to cultivate a wide and vast culture of recognition their valued employees deserve. These cultures allow for brand growth, employee enrichment, and ultimately increase business through employee satisfaction. Royal Recognition is a privately held woman-owned business enterprise.

**Services:**

Total recognition solutions:

- Service awards/career milestones
- Peerceive© peer-to-peer
- On the spot
- Retirement
- Safety

Brand and culture awareness:

- Company stores
- Promotional items
- Incentive awards
- Holiday programs
- Custom jewelry, plaques and awards

Value-added services:

- Design and creative assistance
- Global fulfillment

**Most important metrics:**

- Program participation
- Redemption rates
- Response time
- Accuracy
- Quality control
- Customer satisfaction (client and end-user)

## 11. MTM Recognition Corporation

**Website:** [www.mtmrecognition.com](http://www.mtmrecognition.com)

MTM Recognition provides comprehensive recognition solutions that create meaningful and memorable experiences. Our social engagement points management platform and technology driven solutions lead the industry in innovation providing fast, frequent, and fun recognition tools that strengthen company culture and drive engagement. MTM delivers proven solutions that result in increased productivity, improved morale, and add to the bottom line.

**Services:**

- Engagement
- Years of service
- Sales performance
- Safety performance
- Onboarding
- Retirement
- Affiliation

- Peer-to-peer
- Manager-to-peer
- Community involvement

Through:

- Award-winning creative design
- Social engagement and points management platform: Carousel™
- Global/in-country fulfillment
- U.S. manufactured awards and jewelry
- Program Builder™
- Mobile recognition

**Most important metrics:**

- Employee engagement
- Reducing turnover
- Improving retention
- Employee and customer satisfaction
- Budget control
- ROI

### 12. Michael C. Fina

**Website:** [www.mcfrecognition.com](http://www.mcfrecognition.com)

Michael C. Fina is a leading provider of global employee recognition and incentive programs that not only align with core values and business goals, but also inspire people to do great things. With a focus on personal service, the company's recognition and incentive programs help organizations develop more inspired relationships with their employees. Headquartered in New York since 1935, Michael C. Fina is family-owned and operated and certified by the Women's Business Enterprise National Council.

**Services:**

- Achievement-based recognition
- Milestone recognition celebrating service anniversary

and retirement

- Social recognition
- Peer-to-peer/manager-to-peer recognition
- Sales incentives
- On-the-spot recognition
- Wellness incentives
- Safety recognition

**Most important metrics:**

- Employee engagement
- Employee retention
- Patient satisfaction
- HCAHPS

### 13. Rymax Marketing Services, Inc.

**Website:** [www.rymaxinc.com](http://www.rymaxinc.com)

Rymax Marketing Services is the leading full-service loyalty program provider in the incentive industry. Our custom-designed programs and industry leading brand relationships engage millions annually through proven merchandise segmentation strategies that drive ROI and increase engagement. Additionally, R-S.I.T.E (Rymax's Strategic Interactive Themed Events), create an impactful experience that makes a long-lasting impression. All the program elements are in-house, from ordering and fulfillment to customer service and proprietary IT solutions.

**Services:**

- Customer loyalty programs
- Employee recognition and reward programs
- Player loyalty programs

• Reward events – R-S.I.T.E (*Rymax's Strategic Interactive Themed Events*)

- Corporate gifting
- Fulfillment
- Customer service
- IT solutions

**Most important metrics:**

- On time shipping
- Item tracking
- Best in channel pricing on exclusive brands
- Updating product selections to match current trends
- Program feedback surveys
- Program fill rates
- Service levels

Provider	Overall Score
<b>1. Madison Performance Group</b>	<b>315.67</b>
2. Globoforce	304.98
3. Achievers	298.26
4. Rideau Recognition Solutions	298.04
5. BI WORLDWIDE	297.83
6. O.C. Tanner	297.70
7. Inspirus	286.21
8. Point Recognition	281.24
9. Maritz Motivation Solutions	280.67
10. Royal Recognition	267.48
11. MTM Recognition	266.48
12. Michael C. Fina	263.13
13. Rymax Marketing Services	241.55

Provider	Breadth of Service
<b>1. Achievers</b>	<b>18.57</b>
2. Globoforce	16.80
3. O.C. Tanner	15.52
4. Madison Performance Group	14.50
5. Rideau Recognition Solutions	13.67
6. Inspirus	13.43
7. BI Worldwide	13.25
8. Royal Recognition, Inc.	12.25
9. Maritz Motivation Solutions	12.07
10. Rymax Marketing Services	11.71
11. Michael C. Fina	10.46
12. Point Recognition	10.25
13. MTM Recognition	9.26



Provider	Size of Deals
<b>1. Rideau Recognition Solutions</b>	<b>11.96</b>
2. Globoforce	11.60
3. O.C. Tanner	9.93
4. Inspirus	9.87
5. Achievers	9.86
6. Madison Performance Group	9.29
7. BI Worldwide	8.94
8. Michael C. Fina	8.63
9. Maritz Motivation Solutions	8.14
10. MTM Recognition	7.67
11. Royal Recognition, Inc.	7.63
12. Point Recognition	7.25
13. Rymax Marketing Services	6.43

Provider	Quality of Service
<b>1. Madison Performance Group</b>	<b>135.00</b>
2. Globoforce	129.40
3. BI Worldwide	128.56
4. Rideau Recognition Solutions	128.33
5. Achievers	127.80
6. Inspirus	127.73
7. O.C. Tanner	126.14
8. Point Recognition	125.95
9. Maritz Motivation Solutions	123.36
10. MTM Recognition	123.21
11. Royal Recognition, Inc.	123.19
12. Michael C. Fina	120.05
13. Rymax Marketing Services	119.71