

# 2013 Baker's Dozen Customer Satisfaction Ratings: Recognition

*HRO Today's* Baker's Dozen ratings 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 eight 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 RFP process.

## 1. Achievers

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

Achievers Software and a Service™ reinforces and inspires the employee behaviors that drive measurable business success. The Achievers suite of engagement and performance management tools is cloud-based, completely secure, and configurable to any HR system. We align your global workforce across every device, in every location.

### Services:

- Social employee recognition
- Employee engagement
- Locally-fulfilled global rewards
- Manager tools
- Analytics
- Leadership training
- Thought leadership
- Dedicated program design and implementation
- Customer support in 120 languages
- Dedicated client success managers

### Most important metrics:

- Employee engagement
- Recruitment
- Retention

### 2. Globoforce

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

### 3. Rymax

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

Rymax believes in the power of recognition. We motivate and engage customers and employees by driving loyalty through brand name rewards. We understand the demographic, psychographic and geographic indicators that drive today's integrated workforce. We form a strategic partnership with our clients to develop loyalty, recognition and incentive programs that propel their business forward. Our complete solutions offer strategic program development and management, marketing collateral and program communication plans, an online reward and redemption platform, customized reward selections, acquiring the most sought after brands and products, warehousing, distribution and a customer service center, all under one roof.

**Services:**

- Employee recognition and engagement programs
- Service awards and milestone events
- Spot recognition
- Peer-to-peer recognition
- Sales incentives
- Business gifts
- Wellness, training and safety programs
- MaxSite™ - proprietary customized online rewards and recognition platform
- Over 300 name brands and 10,000 reward options
- Global rewards fulfillment
- US based in-house customer service center

**Most important metrics:**

- Employee engagement and retention measurement
- Employee satisfaction
- Program opt-in rates
- Program feedback surveys and scorecards

### 4. Inspirus

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

For over 100 years, Inspirus has helped companies cultivate best places to work by designing, implementing, and managing employee recognition programs. We combine award-winning customer service with industry expertise, innovative technology, and unmatched rewards platforms to deliver best-in-class recognition.

With over 1 million reward options available, our programs serve the unique needs of any corporate culture. Our products feature trusted brands across an array of categories, including entertainment, travel, merchandise, gift cards, socially responsible gifts and company-branded custom jewelry.

Our goal is to empower clients to create memorable recognition programs that amplify employee engagement, improve retention, and boost performance.

**Services:**

- Recognition programs: service anniversary, incentive, nomination, on-the-spot, onboarding, e-cards/peer-to-peer, and retirement
- Configurable technology
- Robust reporting
- Manufacturing – emblematic and symbolic
- Exclusive products
- Award-winning customer service

**Most important metrics:**

- Improved employee engagement and performance
- Employee retention
- Impact on strategic business objectives

### 5. BI Worldwide

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

BI Worldwide uses the principles of behavioral economics to drive engagement for companies all over the globe. Our global headquarters is located in Minnesota with headquarters worldwide, including Canada, Australia, China, India, Latin America, and the United Kingdom. Our mission is to produce measurable results for our clients by driving and sustaining engagement with their employees, channel partners and consumers.

**Services:**

- Employee engagement strategy: consulting, speeches, and senior management training
- Engagement and motivation: employee productivity, rewards and recognition, culture and change management, and research and analytics
- Service anniversary awards
- Employee training
- Mobile engagement: mobile-based rewards and 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
- Number of manager discretionary (on-the-spot) recognitions given per employee per year
- Dollars spent per person per service anniversary awards
- Percent of program budget allocated to rewards