

2014 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 250 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. Globoforce

Website: www.globoforce.com

Globoforce is the leading provider of social recognition solutions, helping companies build strong cultures of engaged employees through the power of thanks. Named one of the Best Workplaces in the United States and Europe by the Great Place To Work Institute, Globoforce is trusted by some of most admired companies in the world to inspire and energize employees and create best places to work. Our award-winning SaaS technology and proven methodologies empower HR and business leaders to take a modern, more strategic approach to recognition programs. The result: measurable business results, qualified by increases to employee engagement, retention, satisfaction, and productivity. Globoforce is co-headquartered in Southborough, Massachusetts, and Dublin, Ireland.

Services: • Social Recognition®

- Mobile recognition
- Values-based recognition
- Talent Maps™ (crowdsourced data)
- Industry's largest global rewards network
- Years of service award programs
- Insight consulting services
- 24/7 global customer support
- Safety
- Wellness

Most important metrics:

- Financial results
- Employee engagement
- Employee retention
- Employee satisfaction
- Recognition satisfaction
- Employee productivity
- Culture management

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2. Achievers

Website: www.Achievers.com

Achievers is the provider of the only true cloud Employee Success Platform™ which enables companies to drive higher levels of employee engagement, align them with business objectives and company values while creating an environment of in-the-moment recognition every day.

Services:

- Client success
- Professional services
- Member experience
- Leadership training
- Thought leadership

Most important metrics:

- Engagement scores
- Turnover rates
- Software usage
- Customer satisfaction

3. O.C. Tanner

Website: www.octanner.com

O. C. Tanner helps the world inspire and appreciate great work. Through our innovative cloud-based software, tools, awards, and education, we provide strategic recognition solutions for thousands of clients globally. Designed to engage talent, increase performance, and drive corporate goals, these solutions create personalized recognition experiences delivered through a smart technology platform.

Services:

- Training
- Solution design
- Creative design services
- Measurement and analytics
- Symbolic award design

Most important metrics:

- Employee engagement survey results
- Healthcare—HCAP score increases and/or Press Ganey ranking
- Overall cultural improvement
- Attaining employer of choice status (locally/nationally)

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4. BI WORLDWIDE

Website: www.BIWORLDWIDE.com

BI WORLDWIDE is a global engagement agency that uses the latest technology and behavioral economics theories to create programs to help organizations meet their business goals. We drive and sustain engagement for our clients' employees, channel partners, and consumers.

Services:

Employee Engagement:

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

Sales & 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

5. Madison Performance Group

Website: 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 sharply 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)

6. Inspirus

Website: www.inspirus.com

Inspirus helps companies cultivate best places to work by designing, implementing, and managing employee recognition programs. We combine award-winning customer service, innovative technology, industry expertise, and unmatched milestone and points-based platforms to recognize, engage, and inspire your employees.

With more than one million reward options available, we tailor your program's selection to suit your unique needs and 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 drive employee engagement, improve retention, and boost performance.

Services:

- Recognition programs: service anniversary, incentive (sales, safety and wellness), nomination, on-the-spot, peer-to-peer and retirement
- Points platform accessible on any device
- Data analytics including dynamic reporting: financials by program, program activity, redemption details, and registration summary to name a few
- Manufacturing: emblematic and symbolic
- Exclusive products

Most important metrics:

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

7. Symbolist

Website: www.symbolist.com

We are down-to-earth people who have years of experience positively impacting employee and brand engagement through the application of our thought leadership, our deep knowledge of what drives human behavior, and our best-in-class technologies. We do this by connecting your audience emotionally to your brand values and your company mission. Through expertly designed incentive, recognition, and reward initiatives we create a sustainable personal connection to the people that drive your business success.

We help you find meaning in your work—and connect that to meaning in your employee and customer's interactions.

We make your workplace a better place to be.

Services:

- Assessment/survey tools
- Consulting and diagnosis

- Consumer loyalty
- Online platforms
- Brand alignment and support
- Onboarding
- Tenure programs
- Peer-to-peer recognition
- Performance recognition
- Wellness programs
- Performance and sales incentives
- Safety programs

Most important metrics:

- Employee engagement scores
- Employee satisfaction scores
- Employee retention percentage
- Program performance (specific to individual programs)
- Company sales revenue
- Company profitability
- Revenue/employee
- Individual program service level agreements

8. Rideau Recognition Solutions

Website: 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 & unscheduled maintenance)
- Speed to answer phone calls
- Telephone call abandonment rate
- Customer email response time
- Award delivery (Timely deliveries)
- Shipping accuracy
- Quality control (returns)

9. The TharpeRobbins Company

Website: www.tharperobbins.com

Organizations need more than a catalog or website full of rewards. They need expert guidance that helps them link both team and individual performance to achieving business results.

At TharpeRobbins, we believe in the power of recognition to drive organizational performance and excellence. We custom-build your program—using our proven process—to deliver on your organization's needs and drive the outcomes you require to succeed.

No matter what your budget or objectives are, utilizing our in-house capabilities—paired with an unprecedented level of execution—mean your rewards

and recognition program aligns with what matters most: a great experience with meaningful results.

Services:

- Performance recognition: rewarding excellence through peer-to-peer, spot recognition, wellness, safety, sales performance, etc.
- Career recognition: celebrating milestones through onboarding, years of service, retirement
- Social recognition: connecting work and life through eCards, volunteer initiatives, social media recognition, career development

Most important metrics:

- Customer satisfaction
- Timely award delivery

10. 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 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

11. Michael C. Fina

Website: 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 programs

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

Most important metrics:

- Employee engagement
- Employee retention
- Patient satisfaction
- HCAHPS

12. MTM Recognition

Website: www.mtmrecognition.com

MTM Recognition provides comprehensive recognition solutions to over half of the Fortune 100 companies offering meaningful, memorable award experiences. Our social engagement points 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 solutions that result in increased productivity, improved morale, and add to the bottom line.

Services:

- Performance
- Years of service
- Sales
- Safety

- Onboarding
- Retirement
- Affiliation
- Peer-to-peer
- Manager-to-peer
- Through:
 - Social Engagement and Points Platform- Carousel™
 - Global fulfillment
 - U.S. manufactured award products
 - Custom manufactured jewelry
 - Program Builder™
 - Mobile recognition

Most important metrics:

- Employee engagement, turnover and retention
- Employee and customer satisfaction
- Budget levels
- Affecting the bottom line

13. Rymax Marketing Services

Website: www.rymaxinc.com

Rymax Marketing Services is the industry leader in providing turnkey loyalty solutions as well as a sought-after strategic marketing partner for Fortune 500 companies. Given this is our 8th consecutive year listed on the *HRO Today* Baker's Dozen, our clients and partners are benefiting from innovative programs custom designed to drive ROI with proven generational segmentation strategies that offer participants access to over 10,000 products from 300 aspirational brand name manufacturers at factory-direct pricing. We partner with our clients to develop employee recognition loyalty programs, as well as peer-to-peer, spot recognition, sales incentives, unique event opportunities and corporate gifting programs, that propel your business forward through our ability to provide seamless support services and marketing consultation expertise. With our strong team of in-house professionals, we create and manage each of our clients' programs. Our industry experience and knowledge of current market trends gives us the depth and breadth to manage programs that drive loyalty,

increase engagement, and ROI.

Services:

- Employee recognition and engagement programs
- Service awards and milestone events
- Custom reward events
- Spot recognition
- Peer-to-peer recognition
- Sales incentives
- Business gifts
- 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
- Reward redemptions evaluations
- ROI analysis

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

Provider	Breadth of Service
1. Achievers	17.43
2. Globoforce	15.15
3. Inspirus	14.40
4. BI WORLDWIDE	14.39
5. Rideau Recognition Solutions	14.00
6. Madison Performance Group	13.63
7. O.C. Tanner	12.27
8. The TharpeRobbins Company	11.13
9. Point Recognition	10.77
10. Michael C. Fina	10.75
11. Symbolist	9.33
12. Rymax Marketing Services	7.86
13. MTM Recognition	6.50

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Provider	Size of Deals
1. Globoforce	12.15
2. Achievers	10.39
3. Inspirus	10.04
4. BI WORLDWIDE	9.67
5. The TharpeRobbins Company	9.63
6. Rideau Recognition Solutions	9.44
7. Madison Performance Group	8.75
8. Symbolist	8.60
9. O.C. Tanner	8.59
10. Michael C. Fina	8.46
11. MTM Recognition	7.62
12. Point Recognition	6.86
13. Rymax Marketing Services	6.59

Provider	Quality of Service
1. Globoforce	134.00
2. O.C. Tanner	129.23
3. Madison Performance Group	127.88
4. Achievers	127.65
5. BI WORLDWIDE	127.06
6. Inspirus	126.76
7. Symbolist	125.87
8. The TharpeRobbins Company	121.44
9. Rideau Recognition Solutions	119.44
10. MTM Recognition	117.50
11. Point Recognition	116.36
12. Michael C. Fina	115.38
13. Rymax Marketing Services	106.46