

2011 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 recognition 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 230 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.

1. Inspirus

Employees Incentivized in 2010: More than 1 million

Web site: 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.

Clients: N/A

Services:

- Strategy development
- Program design
- Solution support
- Configurable S-a-a-S 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

2. Achievers (formerly I Love Rewards)

Employees Incentivized in 2010: More than 250,000

Web site: www.achievers.com

Achievers (formerly I Love Rewards) is a global employee rewards and social recognition software that engages employees and drives performance. Our programs offer turn-key solutions with little or no administration for the client. We work alongside clients to develop a recognition strategy customized to our clients' organizational needs.

"Achievers offers an 'HR' solution that cuts across multiple product categories and gets to one of the core strategic functions of HR to help companies identify and retain key talent while recognizing and rewarding the specific behaviors of these 'achievers' to drive business results," says HRmarketer CEO Mark Willaman.

Clients: Bruce Power, Rogers, KPMG, Deloitte, Kinross, Quest Diagnostics, Medicine's Company, and Eli Lilly.

Services:

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

Most important metrics:

- Employee engagement/satisfaction scores

- KPI's achieved year-over-year
- Retention
- Turnover

3. O.C. Tanner

Employees Incentivized in 2010: 19 million

Web site: 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.

Clients: N/A

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

4. Rideau

Employees Incentivized in 2010:

2.8 million

Web site: www.rideau.com

Rideau is a full-service recognition provider that delivers customized and branded proprietary enterprise resource planning (ERP) and recognition applications. Our solutions include a wide range of tailor-made programs that increase customer and employee performance, retention, loyalty, engagement, and ultimately ROI.

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

Services:

- Service awards
- On-boarding and retirement awards
- Performance recognition
- Peer-to-peer and manager-to-employee
- Instant awards
- Incentives (health and wellness, safety, sales)
- Cash awards
- Corporate merchandise

Most important metrics:

- Impact on strategic business objectives, including absenteeism, retention, sales performance, employee performance, and engagement.

5. Michael C. Fina

Employees Incentivized in 2010: N/A

Web site: www.mcfrecognition.com

Michael C. Fina is a leading global incentives and rewards company, specializing in employee recognition. The WBENC-certified company provides corporations with the means to celebrate the milestones and achievements in their employees' careers whether it's a performance milestone, a safety initiative, or an anniversary.

Clients: IBM, Morgan Stanley, North Shore LIJ, Penske, and Cisco.

Services:

- Service anniversary
- Above and beyond
- Nominations
- On-boarding
- On-the-spot
- Points and performance
- Retirement
- Sales incentives
- Safety
- Wellness

Most important metrics:

- Employee engagement
- Retention
- Patient satisfaction