

# 2016 Baker's Dozen: 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 10 responses from 7 companies, and we received feedback from nearly 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.

In addition to the annual review of players entering, exiting and merging in the recognition marketplace, the 2016 Baker's Dozen Recognition Study had other changes over the 2015 study. The first area addressed was the addition of services to the scope of services area of the study. There were four options added that respondents could select if their provider offered the service: mobile-enabled applications; tenure-based recognition services; achievement/performance-based recognition services; and tying in incentive programs with employee performance. Another change was the inclusion of a measure of ROI, something many past study respondents have indicated they'd like to see. Specifically, study respondents were asked "Our provider helps us quantify the relationship between incentive programs and employee performance." Both a rating of the vendor's performance as well as how important the respondent felt the factor is was part of the survey instrument.

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. 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, Madison's 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. 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).

### 3. Globoforce

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

Globoforce makes work more human by turning moments of gratitude into cultural movements and unlocking human potential to create more engaged, connected, and empowered cultures. Its social recognition solutions enable all employees to recognize one another for work achievements as they happen. Globoforce's proprietary research has found that when employees receive recognition and see it given across the organization, they are energized and inspired to do the best work of their lives.

The company pioneered the #WorkHuman movement, which was created to galvanize organizations and leaders worldwide to create a more human workplace.

Globoforce's solutions can positively impact all facets of HR strategy, including succession planning, performance management, culture management, onboarding, years of service, employer branding, compensation and benefits, wellness, safety, and more. Globoforce services, including consulting, 24/7 global employee support, and an award-winning customer success team, all make work more human.

**Services:**

- Social recognition®
- Mobile recognition (timely recognition and award redemption)
- Video recognition (share inspiration in a truly personal way)

- Service timelines™ (years of service that invite a community of celebration)
- Talent maps™ (better visualize team dynamics)
- Crowdsourced performance report (data to support coaching conversations)
- MoodTracker surveys (understand employee sentiment)
- Actionable insights
- Industry's largest global rewards network (gives the power of choice)
- 24/7 global customer support
- Wellness
- Safety

**Most important metrics:**

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

### 4. 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 clients. We drive and sustain engagement among 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 promotion
- Branded merchandise
- Partnership marketing

**Most important metrics:**

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

### 5. Inspirus

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

We're a high-character, hardworking organization seeking to bring joy to work. We help companies inspire employees and improve employee engagement. At Inspirus, we realize that employee engagement begins with focusing on the employee's experience. Each experience creates a positive ripple that moves outward throughout the organization and beyond. Each employee's journey is a living, breathing part of our culture. That's why we are passionate about helping our clients inspire their own employees and bring joy to work, one experience at a time.

**Services:**

- Employee engagement platform: an innovative enterprise-wide platform, accessible on any device to

improve engagement and consolidate the following:

- Recognition: nomination, honors, spot, wellness, safety, incentive and peer-to-peer
- Learning: micro-learning applications with a game-based approach (a compliment to an LMS)
- Milestone awards: service, retirement, birthday, wedding and company achievements
- Global rewards: products, gift cards and events
- Reporting and analytics: in-depth analytics highlight opportunities to maximize ROI and drive engagement

**Most important metrics:**

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

### 6. Michael C. Fina Recognition

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

Michael C. Fina Recognition helps companies worldwide deliver recognition, rewards, and incentive programs built from a passion and enthusiasm for serving clients and a nearly 50-year history of service. The company delivers scalable solutions that are based on each client's needs, built on personal relationships, and driven by a deep understanding of each company's unique culture. Every day, Michael C. Fina Recognition helps organizations increase employee loyalty and deliver positive business outcomes—one memorable experience at a time.

**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
- Low-cost and daily recognition tools

**Most important metrics:**

- Employee engagement
- Employee retention
- Patient satisfaction

### 7. MTM Recognition

**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

### 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:**

Developing, designing, executing and managing corporate award and recognition programs including:

- Service award
- Safety
- Holiday gift
- Sales and incentive
- Performance
- Peer-to-peer

- Wellness
- Retirement
- Points-based recognition
- Brand-name awards (merchandise, travel, event tickets, activities, and custom merchandise)
- Customized awards
- Program administration/management
- 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. Engage2Excel

**Website:** [www.engage2excel.com](http://www.engage2excel.com)

Engage2Excel provides ROI-based recognition programs, engagement surveys, performance analytics and talent acquisition solutions that enable companies to improve employee engagement and drive bottom-line business results.

**Services:**

ROI-based employee recognition programs

Performance:

- Innovation
- Sales incentives
- Safety
- Wellness
- Productivity
- Peer-to-peer
- Spot recognition

Career:

- Onboarding
- Service awards
- Retirement

Social:

- Career development
- eCards
- Training
- Employee engagement surveys
- Performance analytics
- Talent acquisition
- Customer loyalty programs
- Creative design services
- Jewelry and emblematic manufacturing

**Most important metrics:**

- ROI
- Budget
- Reporting
- Pricing
- Customer service | abandonment rate
- Administrative support
- On-time delivery
- Site uptime

## 10. Achievers

**Website:** www.achievers.com

The Achievers employee recognition and rewards solution is an SaaS employee engagement platform that provides companies with a customizable, branded foundation for their employee engagement initiatives. The Achievers platform enables employees to recognize one another in real time, with both social and rewards-based recognitions, and aligns with clearly defined business objectives and core company values. The platform is primarily focused on encouraging desired behaviors and a unified culture through motivation, not just by delivering rewards. The platform also enables millions of annual recognitions in 150 countries.

**Services:**

- Social employee recognition
- Values-based recognition
- Monetary (rewards-based) recognition
- Social newsfeed that encourages and enhances recognitions (boost, like, comment and share to social

networks)

- Surveys (customized and engagement pulse surveys)
- Mobile (iOS, Android and HTML5)
- API integration
- Years of service award programs
- Milestone celebrations
- Safety program incentives
- Wellness program support
- Rewards network (gift cards, experiences, travel, merchandise and more)
- Consulting services
- Sales incentives
- Custom awards and nominations
- Real-time analytics and dashboards (reporting, tracking, budgeting)
- Concierge service
- Achievers University (customer training program)
- Global services:
- Platform localization in 16 languages
- Purchase price parity to create common member experience across regions
- Local reward fulfillment

• Customer service:

- 24/7 global customer support
- 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
- Project management

**Most important metrics:**

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

## 11. Royal Recognition, Inc.

**Website:** www.royalrec.com

Royal Recognition inspires, rewards, and celebrates valued employees through employee recognition programs. They collaborate with their partners to create an intentional culture of recognition. Royal Recognition is a privately held, woman-owned business enterprise with award-winning workplace solutions that increase loyalty, contribute to brand growth, and increase productivity through effective employee engagement.

**Services:**

Total recognition solutions:

- Service awards and career milestones
- Peerceive© peer-to-peer recognition
- 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)



### 12. Maritz Motivation Solutions

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

Maritz Motivation Solutions has been a global leader in employee engagement for over 75 years. Our CultureNext solution empowers employees to transform their organizations into amazing places to work. CultureNext provides organizations with flexible technology, tools, services and expansive rewards to help connect people worldwide to create a culture of engagement, passion and purpose.

**Services:**

Front-end diagnostics: culture assessment

Program experiences:

- Employee engagement and recognition solutions
- Corporate recognition: ecards, peer-to-peer, manager discretionary
- Milestone recognition: service, retirement, onboarding

- Performance: customer experience, sales, safety, health and wellness
- Localized: on-the-spot, offline
- Feedback: employee pulse checks
- Global rewards: merchandise, travel, events, activities and gift cards
- Social tools: personal profile, network, liking and commenting
- Dashboards and detailed analytics reporting

**Most important metrics:**

- Employee engagement measurements
- Employee retention rates
- Employee/customer satisfaction
- Program feedback surveys
- Employee participation rates
- Employee engagement scores
- Return on investments

### 13. O.C. Tanner

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

O.C. Tanner, a global employee reward and recognition leader, helps thousands of the world's most respected companies appreciate people who do great work. From Boston to Bangalore, the company helps top organizations to accomplish and appreciate great work. Thousands of respected clients (including nearly one-third of the 2016 Fortune 100 Best Places To Work For® list) use O.C. Tanner's cloud-based technology, tools, awards, and education services to engage talent, increase performance, drive goals, and influence greatness.

**Services:**

- On-the-spot recognition
- Peer-to-peer recognition
- Social appreciation programs

- Performance recognition
- Wellbeing recognition
- Sales recognition
- Safety recognition
- Years of service
- Custom rewards

**Most important metrics:**

- On-time delivery of awards
- Employee satisfaction
- Warranties on awards
- Personalization of awards and recognition materials
- Customer service levels, including: responsiveness, accuracy, professionalism
- System availability
- Award quality and value as related to the cost
- Program tools training materials and services

### Overall Leaders

Provider				Overall Score
<b>1. Madison Performance Group</b>				<b>314.71</b>
2. Rideau Recognition Solutions				310.12
3. Globoforce				309.36
4. BI Worldwide				302.88
5. Inspirus				300.66
6. Michael C. Fina Recognition				300.42
7. MTM Recognition				291.38
8. Point Recognition				291.22
9. Engage2Excel				285.65
10. Achievers				268.98
11. Royal Recognition, Inc.				265.61
12. Maritz Motivation Solutions				261.80
13. O.C. Tanner				259.11

### Breadth of Service Leaders

Provider				Breadth of Service
<b>1. Achievers</b>				<b>19.91</b>
2. Globoforce				19.00
3. Madison Performance Group				18.33
4. BI Worldwide				16.11
5. Rideau Recognition Solutions				15.31
6. Michael C. Fina Recognition				14.92
7. Inspirus				14.50
8. O.C. Tanner				13.46
9. MTM Recognition				13.13
10. Engage2Excel (formerly TharpeRobbins Company Inc.)				13.00
11. Point Recognition				11.57
12. Maritz Motivation Solutions				11.43
13. Royal Recognition, Inc.				9.02



## Size of Deal Leaders

Provider				Size of Deals
<b>1. Rideau Recognition Solutions</b>				<b>12.75</b>
2. Globoforce				12.40
3. Madison Performance Group				11.67
4. Inspirus				10.30
5. Michael C. Fina Recognition				9.38
6. Achievers				9.18
7. Point Recognition				8.86
8. BI Worldwide				8.71
9. Engage2Excel (formerly TharpeRobbins Company Inc.)				8.70
10. O.C. Tanner				8.38
11. Maritz Motivation Solutions				8.10
12. Royal Recognition, Inc.				7.60
13. MTM Recognition				7.50

## Quality of Service Leaders

Provider				Quality of Service
<b>1. Madison Performance Group</b>				<b>131.13</b>
2. Rideau Recognition Solutions				131.03
3. BI Worldwide				128.29
4. Inspirus				128.00
5. Michael C. Fina Recognition				127.85
6. Globoforce				127.80
7. Point Recognition				126.36
8. MTM Recognition				125.63
9. Engage2Excel (formerly TharpeRobbins Company Inc.)				122.60
10. Royal Recognition, Inc.				116.64
11. Maritz Motivation Solutions				112.71
12. O.C. Tanner				109.69
13. Achievers				108.91