

2017 HRO Today Baker's Dozen Customer Satisfaction Ratings: Employee 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 seven companies. We reached out to more than 30 providers of recognition programs.

In order to determine an overall ranking, we analyze results across three subcategories: features 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

Achievers is a cloud-based engagement platform for aligning company and employee values to drive business results. It is designed to consolidate all employee engagement initiatives into one comprehensive platform for recognizing and rewarding exemplary work in real time, capturing employee feedback, and ultimately driving improved business outcomes, such as innovation, customer satisfaction, leadership development, and sales.

Services:

- Engagement surveys
- Monetary recognition
- Peer-to-peer recognition
- Social newsfeed
- Mobile apps
- Consulting services
- Achievers Success Community online portal
- Years of service award programs

- Milestone celebrations
- Safety program incentives
- Wellness program support
- Sales incentives
- Nomination-based awards
- Real-time analytics and dashboard reporting
- Concierge service
- Achievers University
- Global services: platform localization in 16 languages; purchase price parity to create common member experience across regions; and local reward fulfillment.

Most important metrics to clients:

- Customer satisfaction
- Business profitability
- Platform adoption and usage rates for employees
- Frequency of recognition moments
- Turnover rates
- Employee satisfaction
- Employee productivity

2. Rideau Recognition, Inc.

Website: www.rideau.com

Rideau Recognition helps companies attain their objectives or key performance indicators through the use of employee recognition and rewards. Companies of a variety of industries and sizes depend on Rideau Recognition to help foster more meaningful relationships and improved work cultures throughout the organization that help drive increased employee, customer satisfaction and improved bottom-line results.

Rideau's recognition and reward system is designed to provide its clients with a technology based solution that allows them to bring all of their recognition and reward programs together under one centralized system, utilize one central database of employee information, and access all recognition and reward programs through a single, integrated, user facing recognition and reward portal.

Services:

- Reward and recognition program strategy, design and

implementation

- Vistance data analytics
- Vistance prescriptive learning
- Social recognition program strategy, design and implementation
- Point-based recognition solutions
- Safety reward solutions
- Service awards
- Award fulfillment
- Wellness apps and games
- Gamification
- Custom award design and manufacturing
- Mobile/remote employee recognition program strategy, design, and implementation

Most important metrics to clients:

- Employee satisfaction/engagement
- Customer satisfaction
- Employee retention
- Sales production

3. O.C. Tanner

Website: www.octanner.com

O.C. Tanner is a global employee reward and recognition leader that helps thousands of companies worldwide to accomplish business goals by building successful workplace cultures. Great places to work from Boston to Bengaluru (including 25 companies on the 2017 Fortune 100 Best Places To Work For® list) use O.C. Tanner's cloud-based technology, culture-defining awards, leadership training, measurement, and design services to engage talent, increase performance, drive goals, and influence greatness.

Services:

- Victories™ Recognition solution, which rewards and broadcasts great work company-wide through online, offline, social and mobile tools.
- Yearbook™ Years of Service solution
- Welbe™ Wellbeing solution, which socializes group

challenges, events, and activities to help people thrive.

- Corporate event awards
- Incentives for safety, sales, innovation, and other goals.
- Leadership training
- Reporting
- Analytics
- Creative design services
- E-learning
- Custom awards

Most important metrics to clients:

- 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

4. Globoforce

Website: 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)
- Industry's largest global rewards network
- 24/7 global customer support
- Wellness
- Safety

Most important metrics to clients:

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

5. Engage2Excel

Website: 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:

- Performance: innovation, sales incentives, safety, wellness, productivity, peer-to-peer, and spot recognition.
- Career: onboarding, service awards, and retirement
- Social: career development, eCards, and training
- Employee engagement survey
- Performance analytics

- Talent acquisition
- Customer loyalty programs
- Creative design services
- Jewelry and emblematic manufacturing

Most important metrics to clients:

- Return on investment (ROI)
- Budget
- Reporting
- Pricing
- Customer service | abandonment rate
- Administrative support
- On-time delivery
- Site uptime

6. 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. 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 to clients:

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

7. BI WORLDWIDE

Website: 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 its clients. It drives and sustains engagement among clients' employees, channel partners, and customers.

Services:

- Rewards and recognition
- Length of service awards
- Onboarding and training
- Safety and wellness programs
- Meetings and events
- Referral programs
- Sales incentives, recognition, and rewards
- Sales training

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

Most important metrics to clients:

- Employee retention
- Satisfaction
- Safety
- Wellness
- Return on investment
- Sales force engagement
- Customer satisfaction
- Retention

8. Rymax Marketing Services, Inc.

Website: www.rymaxinc.com

Rymax Marketing Services, Inc. provides strategic, customized programs and events designed to maximize business growth, engage employees, motivate sales teams and increase customer retention through aspirational, brand-name rewards. As the largest direct brand manufacturers' representative in the country, Rymax's 15,000 reward

options deliver the power of choice through 350 of the world's most sought-after brands.

Services:

- Customer loyalty: points programs, product giveaways, gift cards, levels-based programs, sweepstakes, and experiential events.
- Employee recognition
- Spot recognition
- Peer-to-peer recognition

- Service awards
- Sales incentives
- Appreciation programs and events
- Corporate gifting
- Fulfillment

Most important metrics to clients:

- Total redemptions
- Fulfillment service levels
- Call center volume
- Popularity reporting
- Damage and defective rate

9. Maritz Motivation Solutions

Website: www.maritzmotivation.com/culturenext

Maritz Motivation Solutions has been a global leader in employee engagement for over 75 years. Its 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: Engagement Potential Index and 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 to clients:

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

10. Inspirus

Website: www.inspirus.com

Inspirus delivers a set of high-value software and service solutions to help clients elevate the employee experience throughout the entire employee journey. It aims to bring joy to work, one experience at a time. Through its bring-joy-to-work mission, it strives to reinforce

Sodexo's broader mission to improve the quality of life of those it serves.

Services:

- Everyday recognition
- Health and well-being solutions
- Social interaction
- Safety programs
- Milestone recognition
- Learning solutions

Most important metrics to clients:

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

11. Point Recognition

Website:

www.pointrecognition.com

Since 1985, Point Recognition has been dedicated to helping companies engage their employees. It offers a robust technology solution that is easily customizable and deployable across a wide variety of organizations. Services include peer-to-peer, on-the-spot, service award, and safety award programs. Technology has helped hundreds of clients, from the Fortune 500

to companies with as few as 100 employees.

By leveraging technology, Point Recognition designs, enhances, manages and executes first-class employee engagement programs. Point Recognition maintains 100 percent accountability for every program's success while excelling in customer service.

Services:

- Corporate award and recognition

programs: service awards, safety, holiday gift, sales and incentive, performance, peer-to-peer, wellness and retirement.

- Points-based, online program
- Customized awards
- Complete program administration/management
- Real-time, online tracking and reporting capabilities
- Employee and customer satisfaction surveys
- Dedicated account manager and customer service

12. Michael C. Fina Recognition

Website: www.mcfrecognition.com

Michael C. Fina Recognition, a HALO company, helps organizations worldwide deliver recognition, rewards, and incentive programs built from a passion and enthusiasm for serving its clients and a nearly 50-year history of service. It 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
- Social recognition
- Peer-to-peer/manager-to-peer recognition

- Sales incentives
- On-the-spot recognition
- Wellness incentives
- Employee onboarding kits
- Safety recognition
- Low-cost and daily recognition tools

Most important metrics to clients:

- Employee productivity
- Employee engagement
- Employee retention
- Patient satisfaction

13. Online Rewards

Website: www.online-rewards.com

Online Rewards is the only global technology provider of fully customized employee reward and recognition programs. Each program contains a unique set of features and functions, adapted to each client's specific cultural and business objectives. With capabilities and extensive experience building global enterprise solutions, Online Rewards

deploys award-winning employee engagement programs for hundreds of clients across a diverse range of industries, setting the standard for creativity while delivering measurable results.

Services:

- Employee recognition
- Global program capabilities
- Custom performance dashboard
- Wellness

- Social recognition
- Anniversary awards
- Sales incentives and competitions

Most important metrics to clients:

- Employee engagement
- Employee retention
- Employee safety
- Employee wellness
- Program utilization
- Reward redemption

Overall Leaders

Provider	Overall Score
1. Achievers	314.69
2. Rideau Recognition, Inc.	310.77
3. O.C. Tanner	309.82
4. Globoforce	308.78
5. Engage2Excel	307.86
6. Madison Performance Group	302.33
7. BI WORLDWIDE	301.81
8. Rymax Marketing Services, Inc.	299.37
9. Maritz Motivation Solutions	288.92
10. Inspirus	280.13
11. Point Recognition	278.61
12. Michael C. Fina Recognition	272.02
13. Online Rewards	270.17

Breadth of Service Leaders

Provider	Overall Score
1. Achievers	19.08
2. Globoforce	17.75
3. Madison Performance Group	17.13
4. BI WORLDWIDE	16.91
5. Rideau Recognition, Inc.	15.94
6. O.C. Tanner	15.16
7. Engage2Excel	14.62
8. Rymax Marketing Services, Inc.	14.40
9. Online Rewards	14.16
10. Maritz Motivation Solutions	13.40
11. Inspirus	13.25
12. Michael C. Fina Recognition	11.20
13. Point Recognition	9.38

Size of Deal Leaders

Provider	Overall Score
1. Globoforce	13.25
2. Rideau Recognition, Inc.	12.25
3. Madison Performance Group	11.19
4. Achievers	11.15
5. BI Worldwide	10.45
6. Inspirus	10.25
7. Engage2Excel	9.92
8. O.C. Tanner	9.47
9. Maritz Motivation Solutions	9.10
10. Rymax Marketing Services, Inc.	8.40
11. Online Rewards	8.00
12. Michael C. Fina Recognition	7.70
13. Point Recognition	6.25

Quality of Services Leaders

Provider	Overall Score
1. O.C. Tanner	132.11
2. Engage2Excel	131.46
3. Rideau Recognition, Inc.	131.00
4. Achievers	130.69
5. Globoforce	128.25
6. Rymax Marketing Services, Inc.	128.10
7. BI WORLDWIDE	126.55
8. Madison Performance Group	126.38
9. Maritz Motivation Solutions	123.70
10. Point Recognition	123.00
11. Inspirus	119.25
12. Michael C. Fina Recognition	117.90
13. Online Rewards	114.53