

3 PRINCIPLES THAT DRIVE EMPLOYEE RECOGNITION RESULTS



There's an art to creating and maintaining successful employee recognition programs. Learn why science should be at the forefront of your program.

Science serves as a solid foundation for building a business' employee recognition efforts.

At Maritz Motivation, our scientific strategy doesn't neglect the importance of a personal touch. Using data to inform the process, we provide actionable insights that drive real results. See how our strategy rapidly improved the employee recognition programs for three of our clients.



INDUSTRY

Healthcare

BUSINESS CHALLENGE

Increase awareness of employee recognition program among new hires



PRINCIPLE SHARED IDENTITY

Shared identity connects the employee experience to the company's purpose and values, instilling a sense of belonging and inspiring commitment and support.

SCIENCE APPLICATION

Anchor in purpose and values

In order to quickly connect new employees to the company's values of collaboration and recognition, we used the principle of shared identity. We sent emails to new hires that provided clear directions for recognizing coworkers and accessing the program website.

OUTCOME

New hire website visits jumped by 22% following the email. Soon after, the company began sending employees similar email communications every quarter.

22%
increase
in site visits



2

INDUSTRY

Financial Services

BUSINESS CHALLENGE

Increase peer-to-peer recognition following the transition to a new platform



PRINCIPLE SOCIAL REWARDS

Social rewards deliver on the human desire for connections with others, activating positive emotions in the brain the same way a cash gift would.

SCIENCE APPLICATION

Connect by celebrating achievements

Employees were rewarded for submitting five or more peer recognitions within a week in order to encourage stronger connections between coworkers and create a more meaningful company culture.

OUTCOME

Recognitions increased 500% during the month-long campaign, from an average of 40 recognitions per day to 240.

500%
increase
in peer-to-peer
recognition



3

INDUSTRY

Hospitality

BUSINESS CHALLENGE

Increase redemption of stored points to reinforce the crucial connection between reward experience and employee value to the organization



PRINCIPLE PROGRESS FEEDBACK

Progress feedback taps into the scientific notion that people are significantly motivated by the act of making progress and view the feeling as a reward in and of itself.

SCIENCE APPLICATION

Hook employee attention

We sent out personalized emails with employee names and point balances in the subject line. This served as a way to increase exposure to branded program materials and encourage the perception of point redemption as a tangible representation of work achievements.

OUTCOME

Nearly **10,000 site visits** and **\$800,000 in redemptions** attributed to the campaign's success. This application moved employees from passively accumulating points to actively engaging with the program.



Personalized emails



\$800,000
Redeemed

Visit maritzmotivation.com for more information on motivating your workforce.

ABOUT MARITZ MOTIVATION

Maritz Motivation takes a holistic approach to helping businesses build cultures that attract, engage and retain employees. Leveraging our unmatched experience in behavioral and data sciences, we offer a broad range of professional services and an award-winning technology platform that creates value for companies around the globe. Let us help you unlock the potential in the people who matter to your business.