

AUTONOMY

Empowering individuals with **autonomy**, the freedom to make choices, activates a core motivator of human behavior.

HOSPITALITY LOYALTY PROGRAM

 Maritz **MOTIVATION**
Science Snapshot™

BUSINESS CHALLENGE



RETAIN CUSTOMERS

To engage high-value customers who regularly stayed with brand and did not want more discounted nights.

SCIENCE APPLICATION



REWARD CHOICE

Autonomy: Gave high earners choice of additional redemption options to activate their ability to choose for themselves.

OUTCOME



2X VALUE

For every non-in-kind redemption a member made, their value to the brand doubled.

PROGRESS FEEDBACK

Progress feedback communicates progress on meaningful work, which contributes to satisfaction and helps maintain momentum and motivation.

FURNITURE MFR. SALES PERFORMANCE PROGRAM

 Maritz **MOTIVATION**
Science Snapshot™

BUSINESS CHALLENGE



INCREASE SALES

To increase activity in non-performing accounts with zero sales halfway through an annual program.

SCIENCE APPLICATION



TARGETED MAIL

Progress Feedback: Mailer informed dealers of how much they needed to sell to win and current benefits they may lose.

OUTCOME



**407:1
ROI**

Non-performers sold \$15.1 million in incremental sales over projected.

SHARED IDENTITY

Shared identity builds on common bonds between companies and their stakeholders and can lead to easier and more effective behavior changes.

FINANCIAL SVCS EMPLOYEE EXPERIENCE PROGRAM

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BUSINESS CHALLENGE



INCREASE ENGAGEMENT

To increase connection between employees use of employee engagement platform for eCard recognitions

SCIENCE APPLICATION



RECOGNITION CAMPAIGN

Shared Identity: A weeklong campaign prominently highlighted the company's key pillars (teamwork, accountability and achievement) and inspired peer recognition.

OUTCOME



30X MORE RECS

Campaign exceeded the goal by 150 percent. The client said, "This week was simply amazing. I cannot believe the results."

SOCIAL REWARDS

Social rewards deliver on our desire for human connections, activating brain pathways associated with positive emotions in the same way as a cash gift.

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BUSINESS CHALLENGE



INCREASE ENGAGEMENT

To increase peer-to-peer recognition with eCards (no points).

SCIENCE APPLICATION



GIVE 5 RECOGNITIONS

Social Rewards: Employees were encouraged to build interpersonal relationships by giving 5 peer recognitions to earn a reward.

OUTCOME



500% INCREASE

Average between 40-240 recognitions per day for 4 weeks, with more employees submitting and receiving.