



Case Study: AMain Sports and Hobbies

Reducing Turnover, Building Unified Culture

“Our turnover has dramatically decreased. Turnover is down to 2% everywhere except our distribution center.”

–Kelly Bennett, Chief People Officer

Objectives

- **Unify corporate values** and culture across multiple work environments
- **Reduce turnover**
- Replace “Employee of the Month” program with more **modern recognition approach** that better resonates with employees
- **Increase communication** between siloed departments that didn’t talk to each other

Approach

- Use Behavior Bonus to incentivize participation in safety, team-building, and wellness programs
- Integrate core values into the YouEarnedIt platform and build them into the hiring process
- Enable real-time, authentic, peer-to-peer recognition through the YouEarnedIt platform
- Highlight key employee recognition and features of the YouEarnedIt platform in monthly newsletters



amain
sports & hobbies

AMain Sports and Hobbies is a multi-channel retailer that sells equipment and supplies for cycling, everything radio controlled (RC), drones, toys, and more.

Industry: Retail, Sport and Hobbies

Size: ~100 employees

Location: Central office, distribution center, online presence and multiple retail outlets in Northern California.

Results

Decreased turnover dramatically

Unified culture across departments

70% participation in safety, learning and team-building programs

94% of employees engaged with the platform

AMain Sports and Hobbies: “Still Feels Like Family”

When AMain was founded in 2004, they were truly a family business: a husband and wife combining her HR and customer expertise with his software engineering and love of all things radio-controlled (RC). In the following 13 years, that family business has grown to become a premiere supplier of cycling equipment and RC hobbies. Their nearly 100-person employee base is spread through a main office, distribution center, and two retail outlets in Northern California.

Over the course of their growth, AMain saw a need to unify their culture and deliver recognition in a way that was authentic and resonated with employees. Kelly Bennett, Chief People Officer, says: “When we were 10 people, it felt like a family. But right before we started using YouEarnedIt, people in different departments didn’t talk to each other.”

As a result, AMain introduced the YouEarnedIt platform as part of a bigger company-wide engagement program that includes safety programs, a company “FUN” committee with events, and a new hiring process based on core values.

The results? According to a recent survey, “Our Employees love YouEarnedIt,” says Bennett. At their last benchmark, 94% of their employees had engaged with the platform during the quarter. AMain encourages this use by highlighting interesting recognition and tags in their company newsletter to incentivize YouEarnedIt participation.

AMain has used the YouEarnedIt platform to encourage participation in corporate programs like safety, learning, and teambuilding. By establishing Behavior Bonuses for taking a class, completing a certification, or attending company-wide fun event, they’ve increased participation in these programs to 70%.

Using YouEarnedIt has changed employees’ relationships with the company and each other. Bennett says, “Employees in different departments talk to each other in the halls or send each other points and something magical happens.”

“Our turnover rate has dramatically decreased,” says Bennett “We’re down to 2% turnover everywhere except our distribution center. And in exit interviews, those employees are giving positive feedback. That didn’t happen before YouEarnedIt.”

But perhaps the biggest benefit is the change in the way employees relate to each other and to their employer. “People are more giving to each other and have given points to support two of our families who were having health concerns,” said Bennett. “In our recent engagement survey, people said that AMain feels like family. This was easily achieved when we were just 10 employees, so it’s nice to know it feels like ‘family’ again even though we’re growing.”

“Since we started using YouEarnedIt, our exit interviews with employees have provided positive feedback about the company. We are even seeing some previous employees ask for their jobs back.” - Kelly Bennett, CPO

*“Before YouEarnedIt, people from different departments didn’t talk to each other. Now, they talk in the halls, they send each other points, and something magical has happened with our communication.”
- Kelly Bennett, CPO*