

# Case Study: Credit Union

## Executive Summary

*This regional credit union has 660 employees in 22 locations. Enforcing their brand promise is a strategic goal for this organization. **As part of that initiative, they wanted a platform for recognizing employees who were “living the brand.”***

### ● **Result: Increased Employee Engagement**

- Almost immediately after implementing YouEarnedIt, employee engagement increased and *usage has remained very high.*

### ● **Result: Better Use of Time and Money**

- The HR team appreciates the time they save in dealing with gift cards and reporting for payroll taxes.
- *“It’s an efficient and streamlined process.”*
- Employees tend to choose non-monetary rewards, such as additional paid time off that is already budgeted. The associated savings has allowed the organization to expand their YouEarnedIt programs even more.
- *“We can create more programs and give people more points.”*
- In addition to tying recognition to their brand promise, this credit union is very aware that employees need that positive feedback, in order to feel connected to the organization. And in a competitive market, retention is always a concern.

● **Result:**  
**Improved Morale**  
“We’ve been surprised by the amount of recognition and overall morale boost for being thanked for things you do on an everyday basis... executives are seeing employees at all levels being recognized for their work.”

● **Result:**  
**Increased Retention**  
“Our pay isn’t always as high [as in other industries]. In this market, employees need to feel connected and appreciated in their job, so they stay.”