

Case Study: Digital Marketing Company

Executive Summary

*This digital marketing company has 200 employees in 8 US locations and experiencing very rapid growth. Before their involvement with YouEarnedIt, recognition tended to be disjointed and arbitrary, rarely included peer-to-peer feedback, and was cumbersome for both HR and managers. **This fast-growing digital innovator needed a solution that would grow with them and become part of their culture.***

● Result: Increased Employee Engagement

- The most significant impact of YouEarnedIt is the daily peer-to-peer recognition. With cross-functional teams spread across different locations, YouEarnedIt gives employees the real-time ability to publically recognize one another when they are not sitting next to each other. 90% of employees now log into YouEarnedIt at least weekly.

● Result: High-Performance Culture

- YouEarnedIt plays an integral part in the company's employee philosophy, affecting everything from recruiting, to employee reviews, to the impact of happy employees on customer satisfaction.
- It starts with using YouEarnedIt during recruiting, to show the company's commitment to their employees and to attract the kind of candidates they want.
- This promise carries through to the performance review process. Rather than traditional, high-stakes annual reviews, the company practices real-time performance management informed and reinforced by YouEarnedIt.
- The result is a top-performing team, focused on project and customer success.
- *"There's less complaining about clients and projects because the feed is continually sharing good news, which influences attitudinal behavior and ultimately impacts efficiency."*

● Result: Improved Collaboration

"YouEarnedIt helps tear down the perception of distance between colleagues... it's become a habit to provide feedback."

● Result: Enhanced Performance Management

"Using YouEarnedIt as part of ongoing feedback changes the conversation between manager and employee. It's faster than writing quarterly or annual reviews, which did more harm than good."

● Result: Improved Recruitment

"YouEarnedIt is an excellent recruitment tool in our highly competitive market. Last year we got an employee with other options specifically because of YouEarnedIt...it has tipped the scales in our favor on more than one occasion. They tend to stay, too. These are the kind of employees you want."