

Case Study: Multinational Advertising Agency

Executive Summary

*This multinational advertising agency has 12,000 employees worldwide and 1100 users across the US and Mexico. When employee satisfaction surveys indicated that employees did not feel recognized for their efforts, this sprawling corporation set out to make significant changes to their corporate culture. **Implementing YouEarnedIt was an important part of the effort to shift the way teams communicated and collaborated across a complex, but highly creative, organization.***

● Result: Increased Employee Engagement

- The company is amazed by the impact YouEarnedIt is having on peer-to-peer recognition. With client teams working in multiple offices, and a diverse employee base including both administrative and creative staff, YouEarnedIt has become an effective way to keep team members connected, contributing to a global mindset.
- YouEarnedIt also helps HR and managers keep track of life in the office, both to share examples of desired behavior and to learn who to tap for specific projects.

● Result: Better Use of Time and Money

- Before implementing YouEarnedIt, every office and every manager in this large organization recognized employees differently, or not at all. HR and managers had to scramble when recognition time came around. YouEarnedIt automates administrative tasks, such as ordering gift cards and financial reporting, leaving managers free for more meaningful interactions with their teams.

● Result: Increased Program Participation

- With YouEarnedIt, more employees are engaging in the programs and behaviors that are important to the organization.
- YouEarnedIt also supports rewards that align to the corporate culture. For professionals in a culture that emphasizes giving, this means that more points are going to charitable donations, and donation levels have increased.

Result: Improved Morale

“Our organization is getting flatter, and we are incredibly collaborative. No matter who you are, you can make someone feel special. It doesn’t have to only come from a leader.”

Result: Increased L&D Program Participation

“We offer access to learning platforms, and since offering Behavior Bonuses for taking courses, usage has increased by **50%**.”

Result: Enhanced Performance Management

“I’ve noticed over the last year that there is more awareness of what’s going on in people’s lives. Because they are no longer in the weeds of just trying to remember employees’ birthdays, managers have the capacity to go above and beyond.”