

Case Study: Direct Sales Company

Executive Summary

This direct sales company has 150 corporate employees in office and warehouse positions. In the past, the company has not had a formal recognition program. Their goal in implementing YouEarnedIt is to create a “culture of thank you.”

Result: Increased Program Participation

- With YouEarnedIt, employees are participating more in the programs that matter most to the organization.
- “We have a medical health risk and wellness program through our insurance company. A YouEarnedIt Behavior Bonus immediately increased participation from zero to 30 people... the growth has been almost entirely organic.”
- Participation also extends to programs that are core to the mission of the company.
- “Our company is all about the environment and reducing the use of chemicals in the home, and with a direct sales model, it’s important that everyone walks the talk. YouEarnedIt has been a huge factor in that. With a Behavior Bonus for picking up ten pieces of trash a week, our employees picked up 25,000 pieces of trash a year.”

Result: Better Use of Time and Money

- With YouEarnedIt, the company has experienced improved efficiency in areas ranging from daily HR and manager time to the annual budgeting process.
- “Before, managers would want to recognize someone, but it took a 30-minute planning conversation each time.”
- The human resources team can also introduce new programs more quickly, and with minimal budget impact.
- Without a corporate-level recognition program in place, each manager used to reward and incentivize employees differently, making budgeting impossible. With YouEarnedIt, the organization now sees exactly how much is budgeted for recognition and can be confident that it is being allocated equitably.

Result: Improved Recruiting

- As it became a core aspect of the organization, YouEarnedIt formed an integral part of the hiring process, helping to attract and successfully recruit the best possible candidates.

Result:

Increased Employee Engagement

“A YouEarnedIt Behavior Bonus immediately increased [wellness program] participation from zero to 30 people.”

Result:

Better Use of Time and Money

“Now it’s budgeted for the organization, instead of everyone doing what they want. It’s all in one place, and we can quantify how much are we spending.”

Result:

Improved Recruiting

“Candidates want tangible proof that we are doing something about engagement... I had a candidate reference YouEarnedIt just last week!”