

# Case Study: Enterprise Marketing Platform Company

## Executive Summary

*This maker of an enterprise social media marketing platform has grown from 100 employees to 430 over the past four years. An early adopter of YouEarnedIt, this company needed a solution that would keep pace with its rapid growth. As they moved from being a small business which could easily recognize all high performers to a flourishing organization more than four times the size, YouEarnedIt helped keep communication and recognition front and center.*

### ● Result: Increased Employee Engagement

- YouEarnedIt has become deeply embedded in the company's culture, as evidenced by employee participation spanning all levels of the organization.
- "Employees love it. It's the most popular piece of software they use. We love the fun, inventive ways they come up with to give each other points."
- For executives, this ongoing participation has another benefit: monitoring the YouEarnedIt Activity Snapshots and insights provides **greater visibility into employee performance**.

### ● Result: Increased Program Participation

- Incentivizing behavior in YouEarnedIt helps the company drive engagement, awareness, and adoption across multiple corporate programs, from utilizing new software, to encouraging people to blog on the intranet, to increasing user conference registrations. Today, the HR department relies on YouEarnedIt's ease of use to launch new initiatives.
- "We'll spin up a 'surprise and delight' program; then once a behavior has become a habit, you don't have to keep rewarding it!"
- Participation can even pay off financially, such as when the company turned to YouEarnedIt to launch a new travel and expense program.
- "Just a 5% increase in employees using our travel program to book trips saves us \$50 on each booking. At ten trips a year, that's \$500 per employee participating."

#### ● Result:

##### Increased Employee Engagement

"It widens the pool of who might get recognized, to include people who are less visible."

#### ● Result:

##### Increased Program Participation

"We'll spin up a 'surprise and delight' program; then once a behavior has become a habit, you don't have to keep rewarding it!"

#### ● Result:

##### Increased Program Participation

"Just a 5% increase in employees using our travel program to book trips saves us **\$50** on each booking. At ten trips a year, that's **\$500** per employee participating."