

84% Active User Rate Fuels Recognition Program Success with Over 11,000 Total Logins in One Year.

360CaseStudy

THE SCOPE

A well renowned sports organization wanted to enhance employee engagement and streamline internal processes. Specifically, they were focused on improving overall employee recognition and motivation, which ultimately aimed to bolster its employee engagement levels.

THE CHALLENGE

Despite efforts, employees felt disconnected from the organization's core mission. Manual recognition was inconsistent, leading to gaps in acknowledging contributions. The organization sought 360insights' expertise to create a culture reinforcing values and shared purpose through innovative, ongoing recognition.

THE SOLUTION

The organization tackled employee engagement challenges by launching a comprehensive program with 360insights, using a custom portal as a hub for recognition and rewards. This solution aimed to build a culture of appreciation and align employee behavior with company values.

Employees could nominate colleagues for recognition, earning points redeemable for merchandise, eCards, or vouchers. Nominees were eligible for quarterly prizes and featured on a digital recognition board to sustain engagement.

To keep the program lively, seasonal and holiday-themed promotions were added, including quizzes, nominations, and photo contests. Instant point vouchers allowed managers to quickly reward exceptional work, and an automated tenure recognition process awarded points for years of service.

Communication was key—360insights used market research to tailor rewards and marketing, keeping employees informed through teasers, announcements, and newsletters.

The program's relaunch, timed with a major company victory, branded all employees as "Champions" contributing to success. Regular campaigns like the 12 Days of Christmas boosted participation and aligned activities with company values. These efforts have steadily increased engagement year-over-year, making the program a vital part of the organization's recognition strategy.

THE RESULT

The employee recognition program drove significant improvements in engagement and participation, showing strong year-over-year growth. The program maintained an impressive 84% active user rate, among the highest for such initiatives. Of 900 users, 50-60% consistently engaged in challenges and competitions, encouraged by summer events and seasonal promotions.

The 12 Days of Christmas promotion saw an 85% increase in entries from 2022 to 2023, rising from 1,989 to 3,684 submissions. These initiatives boosted interaction, reflected in higher open and click rates.

Annual stats show total logins and average logins per employee increased notably—from 5,170 (7 per employee) in 2021, to 7,501 (10 per employee) in 2022, and 11,395 (12 per employee) in 2023. This highlights the program's success in fostering a vibrant, connected workforce.



SPORTS EMPLOYEE RECOGNITION PROGRAM

COMPANY

Prominent sports organization

INDUSTRY

Sports

BUSINESS OUTCOMES

- Improved Engagement
- Increased Sales
- Data Insights
- Streamlined Processes

PRODUCTS USED

- [SPIFF Program](#)

THE SUCCESS

84%

recognition program active user rate

85%

increase in 12 Days of Christmas
entries from 2022 to 2023

11,000+

total logins in 2023

Our promotional campaigns aim to deliver increased use of the recognition platform, by accessing a range [of] unique rewards and integrating these with a campaign which raised awareness of key business goals and projects. This allowed us to captivate more users to engage with the platform, understand how our partners are proactively involved with our people and celebrate our successes.

Program Stakeholder



ARE YOU ON THE RIGHT PLATFORM
TO SUPPORT YOUR CHANNEL?



360insights
how it all makes sense.