

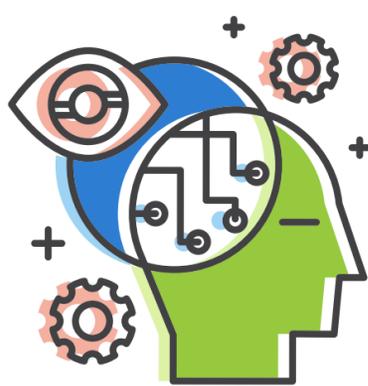
3 Principles That Drive Employee Recognition Results

There's an art to creating and maintaining successful employee recognition programs. But there's a lot, lot more science.

And it's the science—proven and effective behavioral science principles—that has to serve as the solid foundation for your employee recognition efforts.

That's what Maritz EX preaches, but we'll also help you practice it by translating behavioral and psychological constructs into **actionable, applied design principles**.

Here's how it worked for three of our clients' employee recognition programs, with **rapid and dramatic results**.



INDUSTRY
HEALTHCARE

BUSINESS CHALLENGE
Increase awareness of employee recognition program among new hires



PRINCIPLE
SHARED IDENTITY

Shared identity connects the employee experience to the company's purpose and values, instilling a sense of belonging and inspiring commitment and support

SCIENCE APPLICATION
Anchor in purpose and values

To immediately connect new employees to the company values of collaboration and recognizing success large and small, an email providing clear directions for accessing the program website and recognizing coworkers was sent very early in their tenure.

OUTCOME
Visits to the website from new hires **jumped 22%** following the email. This was considered so successful that similar emails are now sent every quarter.

22%
increase
in site visits



2

INDUSTRY
FINANCIAL SERVICES

BUSINESS CHALLENGE
Increase peer-to-peer recognition following transition to new platform



PRINCIPLE
SOCIAL REWARDS

Social rewards deliver on the human desire for connections with others, activating positive emotions in the brain the same way a cash gift would

SCIENCE APPLICATION
Connect by celebrating achievements

Employees were rewarded for submitting five or more peer recognitions within a week, creating more connections with coworkers and building meaningful, positive relationships.

OUTCOME
Recognitions increased 500% during the month-long campaign, from an average of 40 recognitions per day to 240.

500%
increase
in peer-to-peer
recognition



3

INDUSTRY
HOSPITALITY

BUSINESS CHALLENGE
Increase redemption of stored points to reinforce the crucial connection between reward experience and employee value to the organization



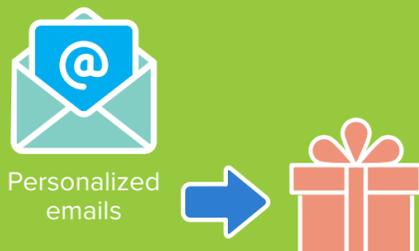
PRINCIPLE
PROGRESS FEEDBACK

Progress feedback communicates progress on meaningful work, contributing to satisfaction and maintaining momentum and motivation

SCIENCE APPLICATION
Hook employee attention

Personalized emails with the employee's name and point balance in the subject line were sent, exposing them to more branded program content, encouraging redemption of rewards that tangibly represent their success, and moving them from passive accumulation to active, engaged participation.

OUTCOME
Nearly **10,000 site visits** and **\$800,000 in redemption** attributed to the campaign.



\$800,000
Redeemed

The **keys to effective employee recognition** programs aren't always evident at first glance.

For more ways to invigorate your employee experience using the power of behavioral science, visit MaritzEX.com



Maritz Employee Experience (EX) takes a holistic approach to helping businesses build cultures that attract, engage and retain employees, unlocking the hidden potential of their workforce. Leveraging its unmatched experience in behavioral and decision sciences, Maritz EX offers a broad range of professional services and an award-winning technology platform that creates value for companies in over 100 countries around the globe. For more information, visit MaritzEX.com.