



# The Calfrac Story

## Background

Headquartered in Calgary, Canada, Calfrac is a leading innovative pressure pumping services provider focused on North America's premier unconventional Natural Gas and Light Oil. With rapid growth in operations in Canada, the United States, Mexico and South America, Calfrac found themselves with significantly more employees and a lack of tools to motivate, engage, and recognize their employees for going above and beyond in their jobs. Previous efforts to recognize employees on a regular basis had proven to be administratively difficult.

## The Solution

Calfrac and Incentive Services teamed up to design and manage a performance recognition and training program for their worldwide employee base. Through several collaborative meetings, a performance management structure was created to accomplish the following:

- > Create a system that can manage worldwide recognition initiatives in one comprehensive platform.
- > Educate managers how to engage employees through proper use of recognition and praise.
- > Reinforce employee and company achievement with an online rewards platform.
- > Create a real-time reporting suite that provides Calfrac executives and managers line of sight to performance recognition and training activity throughout the different regions of the world.

The Calfrac Rewards Program was introduced to the employees through a series of Town Hall meetings. At these meetings, program announcement brochures were presented to each employee to help explain how the initiatives below were incorporated into the new points-based system:

- > Years of Service
- > Birthdays
- > Training Participation
- > On the Spot Recognition
- > Individual Safety
- > Holiday Celebration

## Program Results

- > After 18 months of the program, 15,000 recognitions were given to Calfrac employees.
- > Employee satisfaction significantly improved since implementation.
- > Calfrac continues to work on building a high performance culture that values "Above & Beyond" practices, recognizing the employees and managers driving the change.



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