

The CITGO Story

Background

CITGO Petroleum Corporation is a U.S.-based petroleum company with a rich heritage of more than 100 years. They are a refiner, transporter and marketer of transportation fuels, lubricants, petrochemicals, and other industrial products.

The Situation

CITGO was looking to upgrade their service award program for their 3,400 employees. Incentive Services designed a solution that is not only budget friendly, but offers CITGO employees an enhanced anniversary experience featuring symbolic and merchandise awards in appreciation of their years of service.

The Solution

The CITGO service award program requires very minimal time and effort from CITGO administrators and managers as Incentive Services handles everything from presentation materials and award sourcing to delivery.

Program enhancements include:

- > An expanded selection of over 300 popular awards per anniversary level.
- > Personalized presentation materials for a meaningful recognition moment.
- > Automated manager notifications alert managers 15 days prior to an employee anniversary so they can prepare to give the recognition.
- > Employee anniversary emails are sent to employees on the day of their anniversary, congratulating them on their success.
- > The manager presenter website is an online resource for manager to review presentation tips, send eCards, and read articles on making the most of the recognition moment.

The next phase of program development will focus on onboarding and early year recognition. CITGO plans to incorporate additional touchpoints as they work towards strategically building a cohesive hire to retire recognition program.



Manager Training

Two weeks of webex training sessions were offered to familiarize managers with the program and stress the importance of the recognition moment. Multiple time options were available. This flexibility supported an excellent turnout with extra time for specific manager questions.



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