



Driving Efficiency, Increasing Satisfaction: Recognizing Industry Week & Holidays

A Midwest healthcare system with over 22,000 employees was managing their annual, organization-wide Hospital Week and Holiday recognition initiatives internally. The time and effort required to manage these large events was inefficient and overwhelming. By partnering with Incentive Services on both initiatives, the organization was able to recognize employees more effectively, create cost savings, raise program awareness, and increase employee satisfaction.

Industry Week

Background & Challenges

This organization's previous Hospital Week program was cumbersome to manage, did not offer any award options, and delivery logistics were a challenge for program coordinators. To fulfill awards for the Hospital Week event, branded items were ordered and bulk shipped to each facility for distribution by hospital managers.

- > Facilities (11) needed to find a suitable storage area for the gifts prior to the event/distribution.
- > Distribution of the gifts was difficult with no way of keeping track of who had or had not received their gift.
- > Employees on vacation or leave would simply miss out on their Hospital Week recognition unless extras were left.
- > Employees were not able to choose their gift, it was preselected for them.



Incentive Services Solution

- > A variety of award options were recommended and ultimately narrowed down to 3 branded items for employees to choose from.
- > A custom-branded Hospital Week recognition website was created to collect orders from employees.
- > Items were shipped to each employee's individual home with an enclosed custom-branded Happy Hospital Week message.
- > Incentive Services managed the program from start to finish including communication, customer service, order fulfillment, gift packaging, and shipment to employee homes.

Results

- > The program upgrade eliminated storage and distribution challenges including the need for multiple event coordinators at each facility.
- > Over 90% of employees selected and ordered their awards using the efficient online platform.
- > Significant hard and soft cost savings were realized.

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Holiday

Background & Challenges

The overwhelming success of the Hospital Week program made the decision easy for the organization leadership to transition their Holiday program to Incentive Services. To recognize the holidays, the organization had been giving employees a cash gift included in their paycheck during the final pay period of the calendar year.

This practice had some challenges:

- > Most employees did not even realize they had been given an additional holiday gift within their paycheck.
- > If the employee was even aware that it had been received, the gift was quickly forgotten as cash offers a limited emotional connection.
- > Since cash awards are taxable, the organization grossed up the employees pay to cover the additional income taxes. As such, a significant portion of the holiday gift budget was allocated towards covering the tax burden.

Incentive Services Solution

- > Incentive Services collaborated with the organization to determine the most suitable apparel options to offer employees. The client chose a full zip micro-fleece jacket & ¼ zip jacket both with an embroidered logo.
- > A custom holiday website was created to collect size/gender/color ordering information managing this large task for the organization.
- > Items were shipped individually to the employee homes with a custom branded happy holidays message.
- > Incentive Services managed the entire program from start to finish including communications, customer service, order fulfillment, garment embroidery, gift packaging, and shipping to employee homes.

Results

- > Created employee awareness that recognition efforts were being made for the holidays.
- > Over 93% of employees redeemed their holiday gifts.
- > Program cost savings of 14%.

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