



Driving Performance Using Recognition

Client: Southwest Airlines

Platform Name: Southwest Airlines Gratitude (SWAG)

Challenge

At Southwest Airlines, gratitude is a way of life. By clearly linking every recognition and incentive program to their Purpose, Vision, Values, and Mission, they encourage and reward the behaviors and performance that will help Southwest Airlines become the World's Most Flown, Most Loved, and Most Profitable Airline. However, there was no single destination where recognition activity was housed, nor was there a common currency used to recognize Employees. Southwest needed to introduce a common currency for recognition and create a platform where all recognition activity could be tracked. In addition, they wanted to ensure consistency among their recognition programs, track expenditures, and have access to real-time reporting on all the things they do to appreciate their People.

Solution

Inspirus customized a platform for Southwest Airlines that would allow them to centralize all of their recognition and incentive programs into one tool. Southwest took this opportunity to create an umbrella brand for all recognition experiences called SWAG—Southwest Airlines Gratitude. The centralized platform helps to ensure compliance, reward equity and accountability for the more than 46,000 Employees in the Company. SWAG is the place Employees go to see the recognition they receive, send recognition to others, and spend the SWAG Points they earn. SWAG Points are the common currency for recognition at Southwest. Employees can turn the SWAG Points they earn into meaningful rewards in the SWAG Shop like Guest Passes, Rapid Rewards Points, dozens of gift cards, thousands of merchandise items, or tickets to concerts and events.

Results

Since launching the SWAG brand and recognition platform with Southwest Airlines, many levels of the organization have seen positive changes, including:

- More than 95% of all Southwest Airlines Employees are Opted-In to participate in SWAG.
- The number of programs in the tool has increased from 15 to 36 in two years.
- Opportunities for peer-to-peer recognition have expanded dramatically with the introduction of a tool which can be accessed online at any time.
- Monthly and quarterly dashboards are provided internally to departmental Leaders so that they can monitor participation in recognition programs, hold Leaders accountable for promoting a Culture of recognition in their locations, and encourage friendly competition among peers.



- In 2014, Employees at Southwest Airlines earned more than 1 billion SWAG Points, and turned their points into something meaningful to them.
- Of the SWAG Points deposited to Employees, 73% have been redeemed for an item in the SWAG Shop.

About Southwest Airlines

In its 44th year of service, Dallas-based Southwest Airlines (NYSE: LUV) continues to differentiate itself from other air carriers with exemplary Customer Service delivered by more than 46,000 Employees to more than 100 million Customers annually. Southwest operates more than 3,600 flights a day, serving 94 destinations across the United States and six additional countries. Southwest service to Puerto Vallarta, Mexico, begins in June 2015; and subject to government approvals, service to Belize City, Belize begins in October 2015.

From its first flights on June 18, 1971, Southwest Airlines launched an era of unprecedented affordability in air travel described by the U.S. Department of Transportation as “The Southwest Effect,” a lowering of fares and increase in passenger traffic whenever the carrier enters new markets. With 42 consecutive years of profitability, Southwest is one of the most honored airlines in the world, known for a triple bottom line approach that contributes to the carrier’s performance and productivity, the importance of its People and the communities they serve, and an overall commitment to efficiency and the planet. The 2013 Southwest Airlines One Report™ can be found at Southwest.com/citizenship. For more information please visit www.southwestairlines.com.

About Inspirus

Inspirus believes employees make up the foundation of culture, which is shaped and evolved through everyday experiences that are essential to the development of strong, high-performing organizations. We seek to influence the employee experience through our six Quality of Life dimensions: recognition, health and well-being, personal growth, physical environment, social interaction, and ease and efficiency.

Only Inspirus combines an integrated rewards engine, learning courses, communication tools and analytics into a single global platform spanning recognition, well-being, safety, milestone awards and community involvement. Through Sodexo’s broader mission of improving the Quality of Life for all we serve, Inspirus aims to [bring joy to work](#), one experience at a time.

Visit inspirus.com for more information.



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