White Castle Motivates Teams Using Recognition and Incentives

Client: White Castle
Platform Name: R.O.C.K. the Castle Games (Royal Order of Crave Keepers)

Challenge

White Castle, generally credited as the first fast food chain in the United States, wanted a program to measure team member performance and incorporate this data into a tool to link recognition and incentive programs across multiple divisions of the company. White Castle's aim was to offer a vast selection of rewards through a centralized site in support of their various program needs.

Solution

R.O.C.K. the Castle Games is a fun contest that motivates White Castle's team members to consistently create memorable moments all year by building solid operational knowledge, skills and behavior, leading to an efficient improvement in sales and profit. The program measures team member success across multiple categories, including: Friendliness, Product Quality, Speed of Service, Order Accuracy, Overall Satisfaction, Cleanliness, Team Achievement, Customer Satisfaction, Perfect Attendance, Safety and Discretionary Effort. Points are awarded to team members based on performance in these categories and all points are managed in a platform where they can redeem from a vast selection of rewards.

Results

The benefits of this program were two fold. Team members achieved 100% scores in Quality and met all of the goals in Accuracy, Friendliness, Customer Satisfaction and Safety. The success of providing good customer service in addition to a quality product is vital to customer satisfaction and retention. The results of this program help White Castle to ensure that it is providing consistent service and quality to its customers, while maintaining the high standards that White Castle sets for itself. Furthermore, in an industry where one of the key challenges is hiring and retaining quality employees, the R.O.C.K the Castle Games program has proven to be a specific means to measure and improve the overall performance and quality at White Castle. The platform also has the added bonus of engaging team members to ensure they are recognized and feel valued as contributing members of the company.

About White Castle

White Castle is a family-owned business based in Columbus, Ohio, that owns and operates more than 400 restaurants in 12 states. The company was founded in Wichita, Kansas, in 1921 and is America's first fast-food hamburger chain. All White Castle Sliders are made from 100 percent USDA inspected beef. White Castle's commitment to maintaining the highest quality products extends to the company owning and operating its own meat processing plants and bakeries. Craver Nation, White Castle's culture center for Cravers, connects like-minded Cravers from around the globe in a social media setting. For more information on White Castle and Craver Nation, visit WhiteCastle.com and CraverNation.WhiteCastle.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.

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