

Offline workers included in scalable solution increases engagement levels

CHALLENGE

A multi-billion-dollar gasoline and convenience store retailer was experiencing high turnover in their retail stores and a truck driver shortage. With 500 separate operating locations and 3,500 diverse employees — many of them offline — their recognition programs were disparate. They needed to create a scalable solution that would help attract, retain, and recognize employees.

SOLUTION

Inspirus designed a comprehensive global solution, including:

- **Communication strategy** with manager training and consistent messaging
- Overhaul of **service milestone programs** to focus on retention
- Long-term engagement strategy with phased in **recognition programs** and **safety**, and **wellness**
- **Scalable platform** for manager and, peer-to-peer-recognition, rewards and reports

RESULTS

Using their specific internal language, their program spoke to their culture and aligned with their core values of We are United, People Focused, and Taking Pride. After rollout, employees surveyed averaged **5 out of 5** in positive satisfaction. The program is growing, with **3 new programs** for spot recognition, instant reward cards and wellness.



5/5
positive results
in satisfaction
survey measuring
the available
programs and
reward choices