

Employee engagement activities support business strategy

CHALLENGE

This major airline is one of the oldest in the U.S., operating over 5,400 flights daily and serving 325 destinations in 52 countries. Their various recognition programs serviced 90,000+ employees in multiple countries but were de-centralized and many did not support business objectives. To align all programs, a recognition plan accessible by all, grounded in behavioral science and with achievable ROR, was needed.

SOLUTION

Inspirus and the airline collaborated to develop a unique program — an enterprise-wide points-based recognition platform that supported day-to-day, informal and formal recognition. It incorporated the seven Recognition Professionals Internal (RPI) best practice standards to develop and maintain a culture of recognition. The centralized recognition platform gave each employee access to all 25 currently operating programs.

RESULTS

In the first year, the program **recognized individuals 490,002** times and delivered **\$346 million** in value to the business – a whopping **3,975% return on recognition** (ROR). When surveyed, **96% of their multigenerational workforce responded positively** when asked about the variety and value of items in the platform.



72%
of active
employees
registered in the
rewards program
platform