

# Program unification drives retention and engagement

## 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.

## RESULTS

By creating an enterprise engagement solution that spoke to their "I Got It!" culture and aligned with their core values of We are United, People Focused, and Taking Pride, employees surveyed averaged **5 out of 5** in positive program satisfaction. **3 new programs** are being designed for spot recognition, instant reward cards and wellness.

## SOLUTION

Inspirus designed a comprehensive global solution, including:

- **Communication strategy** with manager training and consistent messaging
- Overhaul of **service anniversary programs** to focus on celebrating milestones
- Long-term engagement strategy with **recognition programs** focusing on **safety** and **wellness**
- **Scalable platform** for manager and peer-to-peer recognition, rewards, and reports



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