

Success Story: White Castle

Measuring performance in multiple divisions yields consistency

Challenge

White Castle, generally credited as the first fast food chain in the United States, needed a reward and recognition program that measured team member performance from different divisions using various tools, and then incorporate that data into one tool. White Castle's aim was to offer a vast selection of rewards through one centralized site that supported their various program needs.

89%
increase in sales
in just 90 days

75%
increase in program
participation

Solution

R.O.C.K. the Castle Games was a fun contest created to foster team culture and motivate White Castle's team members to consistently create memorable moments all year by building solid operational knowledge, skills and behavior. The program measured 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. Team members were awarded points based on performance in these categories and all points were managed in one platform and could be redeemed for a vast selection of rewards.

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Results

Team members achieved 100% scores in quality and met all of the goals in the areas of accuracy, friendliness, customer satisfaction and safety. This program helped ensure White Castle was providing consistent service and quality to its customers while maintaining its internal high standards. Further, in an industry where one of the key challenges is hiring and retaining quality employees, the R.O.C.K the Castle Games program provided the means to measure and improve the overall performance and quality at White Castle. The platform also has the added bonuses of building team culture and engaging team members to ensure they were recognized and felt valued.



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 Crave Central on Craver Nation, visit WhiteCastle.com/crave-central.

About [Inspirus](#)

Employees play a large part in defining a company's culture — their everyday experiences create the foundational structure that drives an organization to be strong, high-performing, and ultimately successful. Through our technology and integrated solutions, we elevate the employee experience and optimize organizational culture by providing a holistic approach throughout the entire employee journey. We 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 platform spanning recognition, service anniversary, well-being, and diversity and inclusion. Inspirus aims to bring joy to work, one experience at a time.