

Measuring performance in multiple divisions drives 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.

SOLUTION

R.O.C.K. (Royal Order of Crave Keepers) the Castle Games was a fun contest created to foster team culture and motivate team members to create memorable moments all year long. The program **measured team member success** in eleven categories and **awarded points** to team members based on performance in each category. The points could be redeemed from a vast selection of rewards, all from one managed platform.

RESULTS

In addition to **100% Quality scores**, team members met all goals in Accuracy, Friendliness, Customer Satisfaction and Safety categories. **Program participation increased 75%**, building team culture and boosting consistent service and quality while recognizing employees' contributions. The bottom line: **sales increased 89%** in 90 days.



Achieved
100%
scores in
Quality