

# The journey from manual service anniversary program to social employee engagement experience

## CHALLENGE

ATCC has served the scientific community for over 100 years, providing biomaterials for research and development. With 620 mostly remote employees, their recognition program had unequal distributions and was manually managed, putting it at risk for tax non-compliance. In addition, employee survey results revealed more focus on people was needed, recognizing them earlier and holding onto them longer.

## SOLUTION

Initially, ATCC was only interested in consolidating their service anniversary program. But when they told Inspirus of their employee engagement issues, we pivoted to show them a platform that would address both their current and future needs. We fulfilled their original ask, then streamlined their program onto the Inspirus® Connects platform, adding in a social experience and peer-to-peer recognition. Weekly touch base meetings and training sessions managed expectations and deliverables until launch.

## RESULTS

The new program launched on Employee Appreciation Day 2022 with **1/3 of employees registering that first day**. Adoption **increased to nearly 60%** within first month, reaching the first milestone goal. It took only **7 weeks** to move ATCC from a manual, outdated program to a modern, automated employee engagement platform that served the entire employee population, equally.



**7 weeks**  
from kick-off  
call to 'go live'