

Centralized program management improves accountability

CHALLENGE

A major U.S. airline, the world's largest low-cost carrier, fosters a unique team culture of gratitude and aligns their recognition programs to their purpose, vision, values, and mission by encouraging and rewarding behavior and performance. With numerous recognition and incentive programs in place, they needed one platform for all employee engagement activities that used a common currency, and a framework that would create consistency, equity and track participation.

SOLUTION

Inspirus customized a platform for the airline that allowed them to centralize all recognition and incentive programs into one tool, using a points-based system. The program gave teammates the freedom to redeem their points for rewards meaningful to them. Guest passes, dozens of gift cards, thousands of merchandise items, or tickets to concerts and events were a few of the choices available in their rewards mall.

RESULTS

By housing recognition activity in a single destination through the Inspirus platform, our client was able to **ensure reward equity and accountability for over 46,000 of their teammates** with an **opt-in rate of 95%**.



95%
of the
organization is
now opt-in
to participate