



The Challenge

Marketing Innovators, a leader in employee rewards and recognition programs, launched GetIn, a peer-to-peer recognition program residing on the company's performance management platform. The program was successful, but eventually interest waned and participation fell off. Through ongoing program monitoring, MI noticed the number of "thank you" acknowledgements posted by employees in recognition of their colleagues had dropped to an average of just 30 per month. The company was also concerned that many peer-to-peer acknowledgements were made within departments, creating silos throughout the company and within the recognition program itself.

The Solution

The situation presented a unique opportunity to achieve multiple organizational goals:

- Deepen employee engagement by fostering greater employee empowerment.
- Re-ignite employee participation in the peer-to-peer recognition program by expanding rewards options.
- Create a structure for breaking down organizational silos.
- Promote opportunities for teamwork as employee skills and achievements gained wider recognition.



- Showcase a successful peer-to-peer recognition program to new and prospective clients.




A Marketing Innovators team composed of Human Resources, MI Solutions and Product Management collaborated to develop a solution that addressed the drop-off in participation and achieved broader organizational goals. The new peer-to-peer recognition program included:

- Program rules structured so that a reward would accrue only if the thank-you was from a peer in another department.
- Amazon e-gift cards as the award for employees who reach a certain level of peer acknowledgements within a particular time frame.
- A widely accepted enterprise social media platform to convey peer-to-peer thank you posts. In addition, names of Amazon e-gift card recipients are automatically posted on the platform, reinforcing recognition.
- Automatic email notification when an employee qualifies for an Amazon e-gift card. The recipient can redeem the card immediately or add it to their Amazon account.
- A monthly raffle drawing for all employees who received a “thank you” during the month where the winner receives a gift card.
- E-gift certificates, in addition to gift cards, as awards.

Marketing Innovators branded the revamped peer-to-peer program GetIn 3.0 and heavily promoted it prior to launch. A company-wide eblast invited employees to take part in the new program and video monitors throughout the office carried news of the program. During launch month the GetIn icon, with a prompt to join in, appeared on employees’ desktop background screens. In addition, the program was highlighted at the company’s monthly celebration meeting.

The Results

The revamped program achieved many of its goals immediately:

-  Participation jumped 400 percent during the first month after launch and continued at more than double previous levels.
-  Greater automation of the peer-to-peer thank you process increased organizational efficiencies.
-  Cross-departmental communication and teamwork increased.

The company continues to monitor program results and benefits. For example, in addition to increased employee participation and engagement, the program has given managers greater insight into the influence and scope of employee’s contributions outside of their department. This information can also be helpful in mentoring direct reports.

MI CASE STUDY: Peer-to-Peer Recognition Breaks Down Silos

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