

Case Study Healthcare

Innovative healthcare solutions were the expertise of this specialty pharmaceutical company. But when it was time to better align business goals with the workforce, they came to BI WORLDWIDE.

Challenge

Reinforce and align employee efforts with the values and behaviors that support the business.

Solution

BI WORLDWIDE developed a program that gave employees and managers the power to reward and recognize each other. With both peer-to-peer and manager discretionary recognition capabilities at hand—along with sales contests—the workforce could better connect with the goals of the company.

Results

Program analysis demonstrated the relationship between employee satisfaction, the number of recognitions received and program rewards was strong. In addition, the program produced big numbers for the pharmaceutical company—92% of employees logged into the recognition website, and on average 30% of employees were recognized each month. The company also realized a 14% savings with BI WORLDWIDE awards over former cash incentives.

