



## Globoforce’s Recognition Moments Generate Greater Awareness and Drive Business Success

Globoforce  
Best Advance in Rewards and Recognition Technology  
April 2018



### Company Background



Company At-a-Glance	
<b>Headquarters</b>	Framingham, MA and Dublin, Ireland
<b>Year Founded</b>	1999
<b>Employees</b>	Approximately 500 worldwide
<b>Global Scale</b>	Serving customers in more than 160 countries
<b>Customers/Output, etc.</b>	Key Customers include: Symantec, JetBlue, Eaton, The Hershey Company, Schneider Electric, and Baystate Health. Services include: Social Recognition, Performance Development, Mobile Recognition, Service Timelines, Actionable Insights, 24/7 global customer support.
<b>Industry</b>	Employee Recognition
<b>Website</b>	<a href="http://www.globoforce.com/">http://www.globoforce.com/</a>

### Value Proposition

Globoforce’s Social Recognition® solution addresses the core needs of human beings: to feel valued, appreciated and recognized for the good work they do. The solution helps celebrate the achievements of employees, reinforces company values and cultivates a culture of positivity, thus creating a better overall employee experience.

Recent Employee Experience Index research conducted jointly by IBM Smarter Workforce Institute and Globoforce’s WorkHuman Institute found that employees who experience a



higher level of humanity at work tend to perform better, are more likely to exert extra effort, on a daily basis and are more likely to stay at their companies for longer.

Recognition moments elevate and reward the behaviors that exemplify an organization's ideal culture, inspire higher performance, and encourage greater connectivity within the organization. Receiving recognition inspires personal reflection and generates greater awareness for productive behaviors, driving overall business success.

Through in-depth discussions and experience with numerous customers, Globoforce found that employees across a wide variety of industries consider it important to have a platform to formally recognize one another as the act of giving thanks is fulfilling for both parties.

Globoforce's own recognition program, Globostars, is used by every individual in the company. Globoforce typically spends around eight percent of payroll on the program, recognizing work that exemplifies their values: respect (for all, teamwork, customers, urgency and quality), imagination, determination and innovation.

All types of recognition are encouraged; peer-to-peer, employee-to-manager or employee-to-executive. Everyone can say "thank you" and bestow a monetary award. Globostars allows recipients to choose from thousands of product and gift-card options when redeeming their award.

Globostars uses five award levels to recognize behavior ranging from displaying a positive attitude to achieving exceptional results in a long-term implementation project.

## **Product or Program Innovation**

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Globoforce's Social Recognition® SaaS platform is simple, accessible and rooted in peer-to-peer recognition. Its 24/7 newsfeed and mobile capabilities keep employees throughout an organization connected, regardless of whether they work in the same location or during the same hours. The user-friendly, contemporary and secure platform displays employee recognition moments to connect colleagues and create opportunities to celebrate each other in person.

Employees and managers can send direct, personal recognition moments to each other, displayed on a company feed. The recipient is, in turn, able to exchange this recognition for gift cards, merchandise or services.



The platform's format streamlines and creates a unified recognition language across an organization, bringing greater visibility to daily contributions and outstanding achievements of employees.

The program's service-recognition feature also allows managers to celebrate employees' milestone work anniversaries by crowdsourcing congratulatory comments and feedback from that individual's peers.

The result is a comprehensive and powerful collection of photos and videos and acknowledgement of an employee's years of hard work and dedication.

### **Unique Differentiators**

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Globoforce's platform aligns with talent management strategies by keeping managers up-to-date on team member contributions and progress, elevating the recognition moments within an organization.

This process promotes greater connectivity between executives, managers, and employees. By designing programs around individual organizations' core values, each social recognition solution is tailored to the goals and unique functions of each workforce.

Using the platform, employees can recognize each other in more than 160 countries and 32 languages and choose from a vast selection of global reward options that are locally relevant and considerate to any network or culture.

Globoforce gives employees the power of choice, catering to the various demographics of a global workforce spanning multiple generations.

The Social Recognition platform also generates comprehensive business-intelligence metrics that can be used to measure the impact on culture, turnover and ROI.

Built-in data on employee engagement and performance can also be integrated into annual employee evaluations.

The company also launched "Conversations," a new performance development solution that leverages the social recognition platform to provide positive feedback to each other.



Figure 1: Employee Awards

Jennifer Reimert awarded Grant Beckett

**Respect for Customers**  
September 3, 2017

**Solving the Puzzle**


Today's meeting is what leaders and CHROs write about when they describe a high-functioning, collaborative team, working together, in service to the company's mission. When I asked for your help in educating and demonstrating to my former colleague how Performance and Recognition intersect and why Globoforce is the best partner to help him, you willingly cleared your calendars.

Source: Globoforce





Figure 2: Globostars

**globostars**



*"Thank you Jennifer Reimert"*  
from Grant Beckett

I used your kind recognition moment for  to give to the Harvey relief fund!



Hurricane Harvey Relief Fund

The award you gave Grant Beckett

Respect for Customers  
**Solving the puzzle**  
Today's meeting is what leaders and CHROs write about when they describe a high-functioning, collaborative team working together in service to the Company's mission. When I asked for your help in educating and demonst...  
Sep 3, 2017  
[View Award](#)

Source: Globoforce 2018



## Measurable Results

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Within Globoforce, Social Recognition® connects, recognizes and energizes employees who might otherwise be undervalued in an organization without a formal, customized recognition program.

Social Recognition enjoys a culture of positivity, consideration and inclusion at Globoforce. An employee states, “I’ve worked at a couple of places before this and this is the first place I’ve been where it is blatantly obvious that everybody cares about each other. There have been some family crises among staff, but people really come together and provide a support network. That’s another way I feel appreciated here. If I’m going through a tough time, I’m not going to be out on the street; people are going to work with me.”

Globostars encourages employees to focus on the positive, and on ways their colleagues positively contribute to the overall organization. The platform allows individuals to speak and spread these meaningful realizations.

Through the software service, employees can redeem their rewards for everything from golf clubs to gift cards. Recently, one employee, Sarah Payne, planned a vacation to Iceland using rewards and another built a home dance studio for his daughter using Lowes gift cards.

Payne said, “Personally, I like spending time with my friends and my loved ones and I don’t care about having the newest TV, so being able to plan a trip to Iceland with my rewards was incredible. I always think about how much I appreciate working at a company that appreciates me. It’s a virtuous cycle of positivity.”

Service Anniversaries have also turned employee milestones into community celebrations, during which memories and feedback are used to congratulate an employee for their time spent at the company.

“[Compared to] the old service anniversary gift of getting a pin, or some lame paperweight, the comments from my boss and colleagues reminded me of why I stayed at the company, and of the accomplishments and memories from the last three years,” said social media manager Michael Wood.

Another employee recalled, “[My service anniversary] was far more meaningful than any anniversary prize, award or thing that I’ve ever gotten in my career. It became such an emotional moment. They say that making friends at work is important, and I can honestly say that I truly do have friends at work and people that I care about so very much. That



became so clear and apparent when I was reading through the memories and stories people shared with me.”

When discussing what it feels like to receive a new recognition moment, Sarah Payne says, “It still makes you feel good, even a couple of years in. It doesn’t get old.”



## About Brandon Hall Group

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Brandon Hall Group is a HCM research and advisory services firm that provides insights around key performance areas, including Learning and Development, Talent Management, Leadership Development, Talent Acquisition, and HR/Workforce Management. With more than 10,000 clients globally and more than 20 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations and provides strategic insights for executives and practitioners responsible for growth and business results.

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