

14 Ways eCards Help Build an Amazing Culture of Recognition

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Introduction

Hi,

I'm Megan Gough and I look after Client Communications at Reward Gateway, where we seek to inspire new ways to attract, engage and retain employees. A key part of that journey is employee recognition, and out of our 1,300 clients, many choose to start their recognition journey with eCards. In fact, last year, our clients sent over 215,000 eCards to recognize their colleagues. Even at Reward Gateway, we send hundreds every month.

Simply put: We love eCards.

Why? They're a quick and easy way to start

building a culture of continuous recognition at your organization which everyone can take part in.

Employee recognition is an important piece of building better employee engagement at organizations of all sizes. So important, it's the top element of our 10-step employee engagement model – The Engagement Bridge™.

In this eBook, you'll learn:

- **What eCards are and how they fit into building a culture of continuous recognition.**
- **Why peer-to-peer recognition is so**

important for your team.

- **Real-life examples of how organizations use eCards to boost values, drive productivity and more.**

Whether you're just getting started on employee recognition, or looking for a great peer-to-peer solution to add to your existing roster, eCards can help. I'm looking forward to sharing some of my favorite examples with you.



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What are eCards?



You're likely familiar with paper cards — they come in all sizes, shapes and there's one for every occasion. eCards are just what they sound like, a digital version of a greeting card, and there are a few great benefits to them:

They're simple. eCards are a very simple concept — you select the one you'd like to send and then who you want to send it to. Next, write in your message and off it goes. Anyone within your organization can send as many eCards as they'd like, to anyone in your workforce, which helps increase peer-to-peer recognition and boosts morale.

They're creative. Depending on the look and feel you're after, eCards can be customized to suit your

organization's brand colors, messages and really, anything you like.

They're environmentally friendly.

Because everything's digital, you can keep in line with a paper-free policy at your organization. (Although, we do have some at my company who print theirs out as a "badge of honor" and keep them at their desks!)

They're easy to produce. Decide what you want to showcase, design your perfect creation and then tell your employees about them so they can start sending! (Of course, all Reward Gateway clients get access to our in-house design team for the ideal creation).



Insights

Why employee recognition matters

There are true benefits to employee recognition.

Did you know...

82% of employees believe that praise and recognition helps them improve their job performance (Gallup)

31% lower employee turnover in companies with a recognition culture (Psychometrics)

52% of employees believe that recognition is not only effective, but the most effective way to engage them (Psychometrics)

Benefits of a peer-to-peer recognition program

We know that individuals need esteem boosters, getting a sense of belonging from the showing and receiving of love. eCards help employees understand that they've been appreciated and that they're doing a great job at whatever you choose to have your eCards reinforce.

Recognition sits at the very top of The Engagement Bridge™, our 10-step employee engagement model, and that's because it's critical to having an engaged workforce.

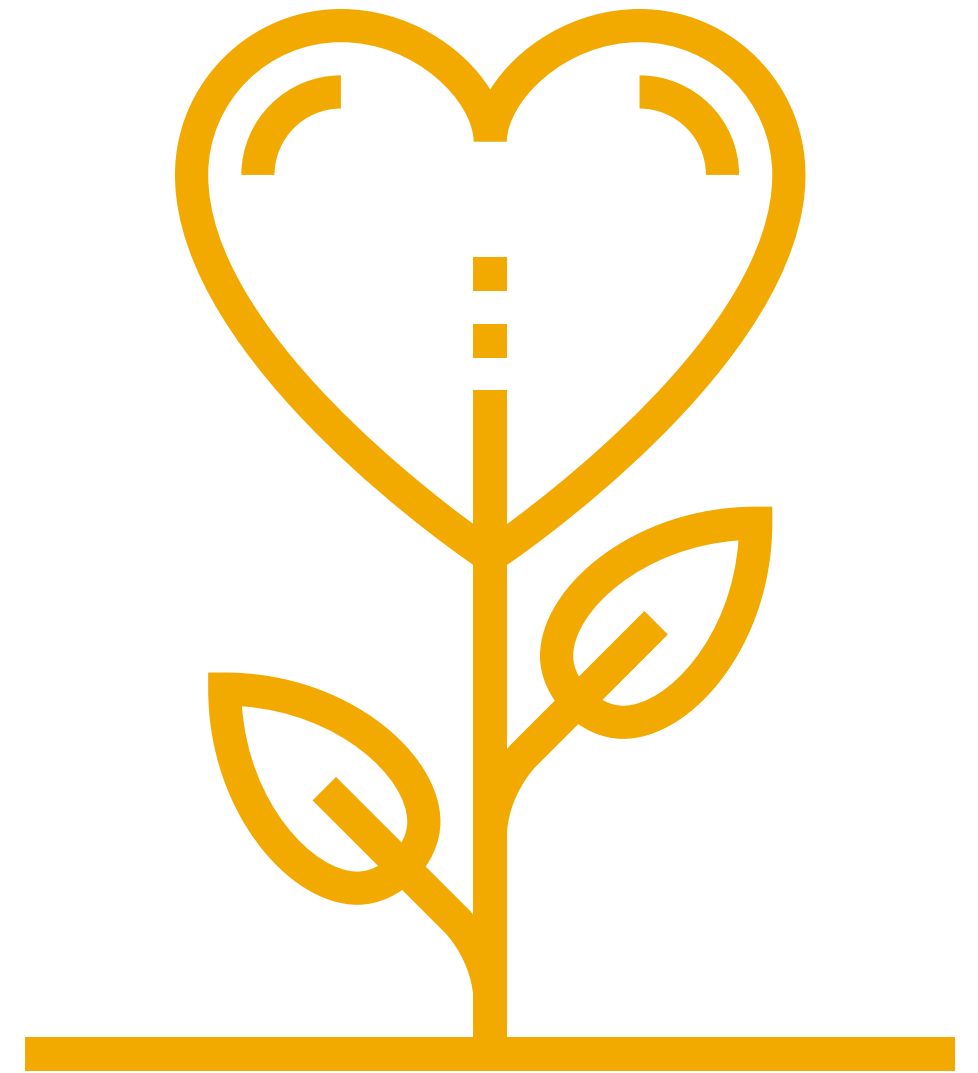


The Engagement Bridge™

There are many benefits to peer-to-peer recognition, which is only one part of a more comprehensive employee recognition strategy. You could also include programs that include recognition from the leadership team to managers, line managers to their direct employees, and more. Peer-to-peer recognition is a great starting point, and here's why:

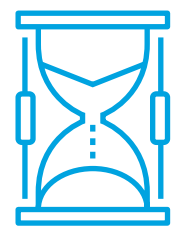
- 1. It helps managers as their team can be their eyes and ears and notice their colleagues' performance when they can't physically be there. With our program, managers can be notified when members of their team receive eCards so they can see who's being recognized more frequently, and for what action.**
- 2. It encourages employees to think about what it means to practice your company values, or other achievements that warrant an eCard.**
- 3. It inspires employees — when you see someone being recognized for a certain action, you're more likely to think to do that yourself. Likewise, when employees see others sending eCards, they're more likely to do it as well.**

Why use eCards?



eCards can be used for countless reasons.

Here are a few examples of how your eCards can help your organization:



Boost engagement for temporary or seasonal events.

Around the holiday season, times of stress can be high, especially for retail employees or other customer-facing jobs – so spread the festive spirit with a special seasonal eCard. You could also show your love for your employees on Valentine’s Day or reflect on your company anniversary with a specially themed birthday card!



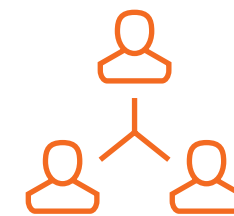
eCards for birthdays and work anniversaries.

Encourage managers to set up eCards for members of their team to automatically thank them for their hard work and never miss out on a birthday again.



Welcome new employees on board.

Pass on a warm and fuzzy feeling from day one with a special eCard that others can send to new members of their team. Improve collaboration by using an eCard to introduce members of your team to one another and help your onboarding processes go even smoother.



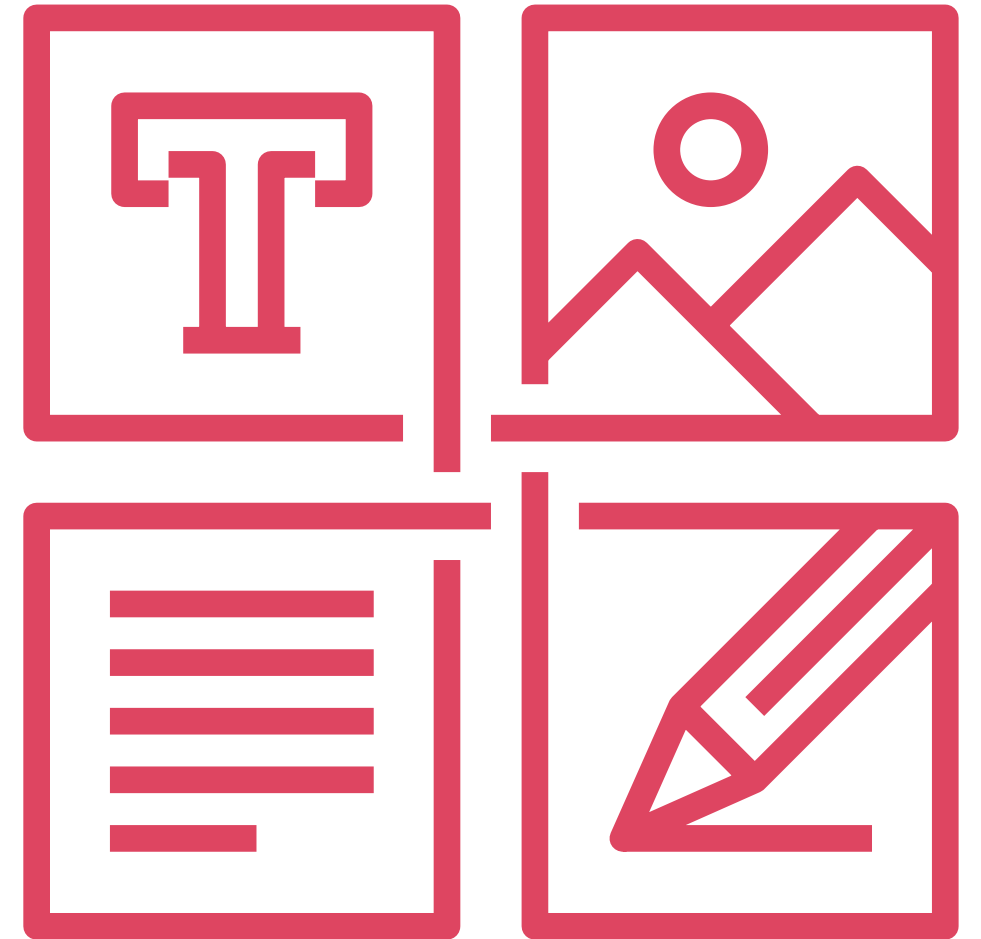
Connect your workforce, no matter where they are.

Choose an eCard program that’s easily accessible on mobile and tablet (as well as desktop) to ensure engagement no matter where eCards are received. This means your field workers will appreciate being recognized even if they’re not physically in the office, on their own time.

There's an eCard for every occasion. Here's a few of our favorites...



How others use eCards



HomeServe

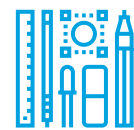
HomeServe creates a culture of recognition with eCards

Goal: Bring awareness to your company values

The main goal of HomeServe was to improve their culture so that employees saw the home energy and repair company as a great place to work, while encouraging peer-to-peer recognition to connect a spread out workforce and office- and field-based workers.

Initially, HomeServe launched their platform PeopleServe with “Thank You” eCards, and within six months nearly 90% of employees are registered, with **more than 8,000 eCards sent among employees.**

3 tips for eCard design success:



Simplicity

Keep the design simple and easy to understand.



Brand consistency

Align brand colors to make it clear where the recognition is coming from.



Push the boundaries

Consider more elaborate designs for eCards which are sent more frequently - e.g. “Good job!” or “You are a star.”





KMP Group uses eCards to recognize business achievements

Goal: Drive business objectives

Our client KMP Group, a portfolio management company, decided to give a fun spin on their eCards with illustrated superheroes. The powerful, yet approachable graphics are on eCards specific to achieving successes at the company, such as “Fantastic Scorecard Balance.”

3 tips for getting the most value out of your eCards:



Personalize

Remember, there’s no such thing as “standard” or “must-have” eCards — each eCard should reflect what’s needed to recognize employees in your company.



Culture fit

Industries that tend to be more serious (financial, law, etc.) can still use eCards to show a fun-loving culture.



Consistency

Keep your theme consistent throughout the design – such as always using superheroes!





Krispy Kreme aligns eCard design with brand to a T

Goal: Recognize specific value-oriented behaviors

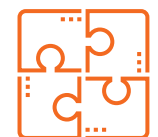
Our client Krispy Kreme has instant brand recognition upon glancing at their eCards with different tiers of eCard design. One of these tiers is linked to the values by specifically thanking the recipient for living and representing that particular value, and the other designs reflect a more traditional Happy Birthday and Congratulations message. The clear-cut design of the eCards reinforce company values in a way that's easy to understand.

3 tips for boosting eCard deliveries:



eCard launch

Consider a special eCard launch with an eCard from the CEO to encourage sign-ups and engagement from the first one sent!



Company values

Link eCards directly to your values to encourage building a culture of recognition from the bottom up and across the business.



Suitable platform

Host eCards on a platform with other must-haves, such as benefits information, company communications or important company news so employees return again and again.



Creating a culture of continuous recognition



Fostering a culture of recognition can be an uphill battle, but by following a few key principles (we looked to Forbes for these!) you can start your own Thank You chain at work. Here are a few last tips to keep in mind:

Make recognition tangible.

Base your employee recognition rewards on specific results and behaviors. It's a key reason we've seen so many of our clients use eCards to embed their company values in new ways across the business.

Make recognition accessible.

Organically recognizing your people and building your recognition culture from the bottom up is so important. eCards are a great example of peer-to-peer,

easily accessible recognition. We should note, eCards should only be part of your recognition strategy as many programs such as the ones at Reward Gateway also include awards from line managers to direct reports, monetary awards and more.

Make recognition visible.

What's the use of recognizing people if no one knows about it? Your recognition efforts should be public, whether in team meetings, company updates or other means. For instance, we have an eCard segment on

our internal company TV show boom!Bite, where we recognize an eCard champion for highest number of those sent and also who received the most each month.

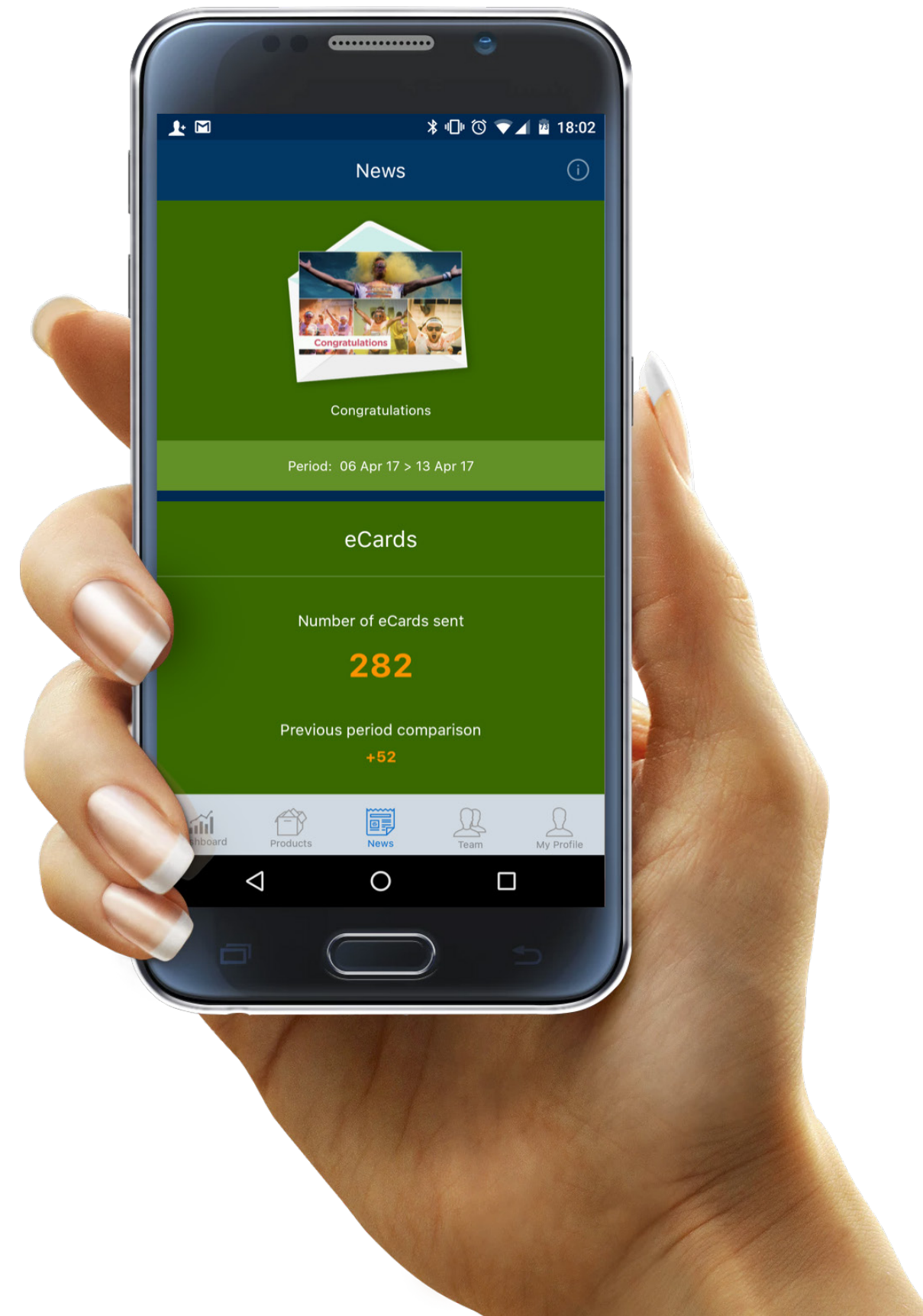
Make it easy and frequent.

Recognition is not going to catch on unless it's easy, and unless people can do it right there and then. That's what's going to drive adoption. Luckily, eCards are an easy way to quickly bring recognition to your company.

To look at how your eCards are doing, there are a couple factors you can look at.

First, see if overall engagement on your platform has increased since the introduction of eCards to see if they're being well received.

Next, Reward Gateway clients can access a simple dashboard via desktop, tablet or mobile app to get a glance at how many eCards are being sent daily, monthly, yearly or any specified amount of time, what eCards are being sent the most and even who's sending them. You can pinpoint if there's a certain group of employees that aren't engaging and tailor your eCard designs and messaging to fit them.





SmartAwards™ and our other products are powered by a centralized hub customized to your organization, giving your employees better access to employee recognition tools.

If you're interested in learning more about SmartAwards™, or Reward Gateway's other employee engagement products to help attract, retain and engage your people, we'd love to help you get started.

Get in touch:

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Conclusion

Ready to take the next step on your eCard program?

I hope you've found these tips and examples helpful no matter where you are in your own employee recognition journey. In my years of working with hundreds of clients, eCards are one of my favorite things to talk about since it's such a simple concept, with big results. We've even made a video about them at rg.co/ecards so you can see them in action!

My team at Reward Gateway can help you create a recognition strategy and design custom eCards to match your wildest dreams. We've done it all – from brand alignment to wackier concepts and have the expertise to help you put in place eCards that will

delight your employees, and provide real value to your organization. But eCards are just the start, as our SmartAwards™ suite of recognition products allows organizations to nominate award recipients, give out monetary awards and even create your own unique set of rewards.

Get in touch with us today to see how we can help you get started with our SmartAwards™ tools.

To better engagement,



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