



Annual Conference & Expo
New Orleans & Virtual
June 12-15

How Peloton Interactive Recognizes and Engages its Global Member Support Team

How Peloton Interactive Recognizes and Engages its Global Member Support Team





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and Engagement



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Engagement and Communications





Getting Warmed Up



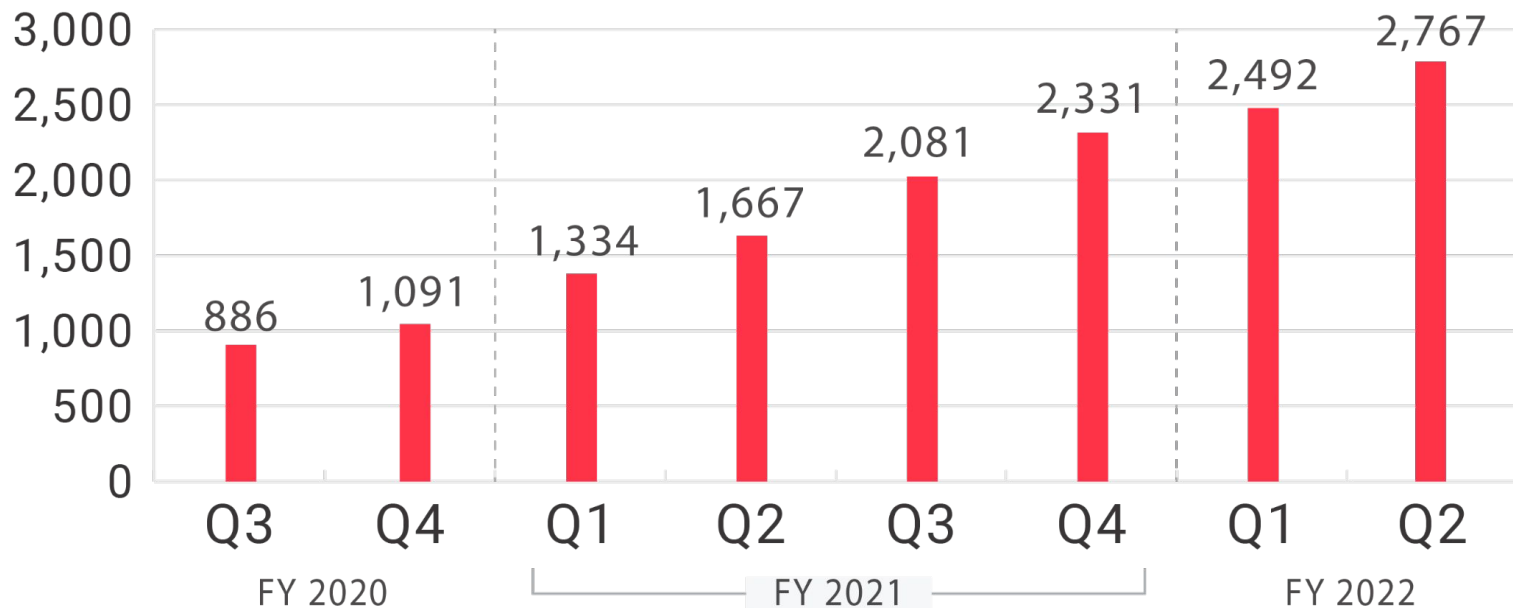


Pre-COVID Status

- **Onsite, in-person in one physical location**
- **Moments of recognition happened in-office, in-person for milestones and achievements**
- **As new flags were planted, Global Member Support followed (UK, DE)**
- **Locations operated as independently run teams**
- **Lack of documentation, guidelines and budget specifically for reward and recognition**
- **Some managers reward for performance and birthdays (but needed to expense gifts)**
- **Renewed focus on integrating hourly culture with salaried**



Connected Fitness Subscriptions



- Fast company growth and promotion from within meant Supervisors were new in role
- Lack of clarity and direction between GMS teams on what constituted success
- Team was heading into a historic, peak season
- Associates didn't want one more 'app to check' to do daily functions
- Desire to mirror our brand promise with the experience our Members receive

OUR VALUES

PUT MEMBERS FIRST

Design with user-centered mindset
Obsess over every touch point of member experience

OPERATE WITH BIAS FOR ACTION

Take risks, fail fast, and learn from past failures
Don't let perfection be the enemy of good
Challenge the status quo by continuously innovating and improving

EMPOWER TEAMS OF SMART CREATIVES

Hire the best and get out of the way. Think and act like owners
Stay lean, scrappy, and creative

TOGETHER WE GO FAR

Uphold the obligation to dissent and listen Presume trust and be transparent. Build a diverse and inclusive community

BE THE BEST PLACE TO WORK

We are committed to cultivating and maintaining our world-class culture



Unprecedented Growth?

Member Services needed support.

**Build alignment
and parity
between teams**

**Integrate with
current tools
seamlessly (Okta
and Slack)**

**Standardize
manual rewards
for more
consistent, global
usage**

**Recognize how
member support
contributes to the
Purpose and
Values**

**Provide reporting
dashboards for
visibility between
teams**

**Support flexible
reward
redemption
(basics AND
luxury options)**



Hitting Our Stride





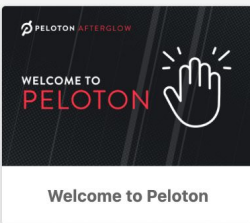
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Values

Tenets

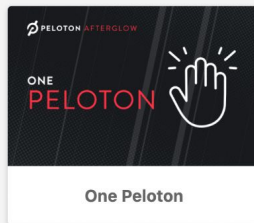
Greetings



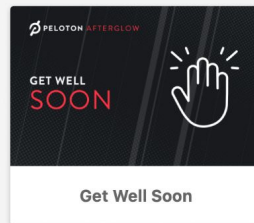
Welcome to Peloton



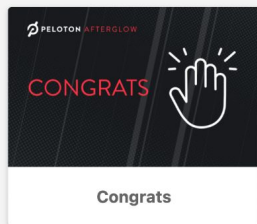
Happy Peloversary



One Peloton



Get Well Soon



Congrats

Type name...



*Click on the image to change your eCard

Type your message here...



Type name...



Values

Tenets

Greetings

 PELOTON AFTERGLOW

BE THE BEST
PLACE TO
WORK



Best place to work

 PELOTON AFTERGLOW

TOGETHER WE
GO FAR



Together we go far

 PELOTON AFTERGLOW

EMPOWER TEAMS
OF SMART
CREATIVES



Empower Teams

 PELOTON AFTERGLOW

OPERATE WITH
BIAS FOR
ACTION



Operate with Bias for
Action

 PELOTON AFTERGLOW

PUT MEMBERS
FIRST



Put Members First

 PELOTON AFTERGLOW

 Menu

 Alerts

 Account

 Search

 Cart

Type name...



 PELOTON AFTERGLOW

TOGETHER WE
GO FAR



*Click on the image to change your eCard

Type your message here...





Type name...





Values



Tenets



Greetings




 **MAKE IT SIMPLE**
Make it Simple


 **HIRE AND INVEST IN THE BEST**
Hire and Invest in the Best


 **SOLVE**
MEMBER'S PROBLEMS
Solve Member's Problems




 **VALUE QUALITY OVER SPEED**
Value Quality over Speed


 **DATA DRIVES**
Data Drives


 **PROUDLY DIVERSE TEAMS**
Proudly Diverse Teams

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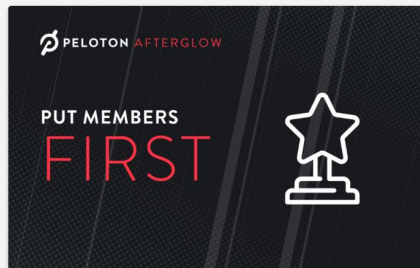

 **VALUE QUALITY OVER SPEED**

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Type your message here...



Type name...




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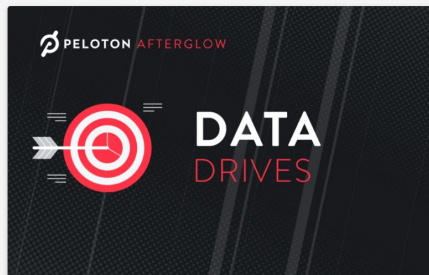
Amali, You are a Peloton Superstar.
You continuously show so much hard work and dedication to Peloton and our Members. You have weeks of perfect CSAT Scores—I could go on and on about your work ethic. Bottom line, I truly enjoy being your lead and appreciate everything you do. Keep up the excellent work!!

1000 characters remaining.

[Want a preview?](#)

 Send Privately

 Send & Share



*Click on the image to change your award

Rupal, I appreciate what you do so much! Thank you for your work to facilitate our team's ability to visualize and action the data your team is generating.

You are SO vital for both our current team and to creating the future here at Peloton we all envision!

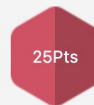
400 characters remaining.

[Want a preview?](#)

Search pots:

Manager Awards

Select an Award value to send



✓ Continue



Use Your Balance

Did you know it's your choice how to redeem your awards? Spend your balance on any of our gift cards or vouchers. Split it into different orders over time. It's up to you!

Your balance is:

30 Pts (\$30)



 > Reward Marketplace

 Search for retailers



Your balance is **30 Pts**
(\$30)

Featured Retailers





The cool down





Total number of recognition moments

1460

Total sent and received recognition moments

Recognition engagement

89.3%

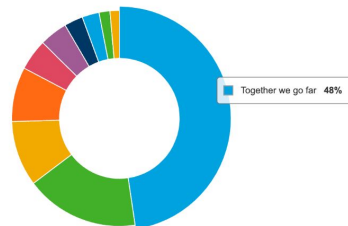
percentage of employees who have either sent or received recognition or both

eCards

Nominations

Instant Awards

eCard Type





What is Next?

- **Rollout Associate Scorecards to refine performance management**
- **Create a President's Club Program to add levels to recognition**
- **Expand the platform to other field operations divisions**

QUESTION + ANSWER

