RIPPL

GUIDE

The 7 Steps to Build a World–Class Culture of Recognition.

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Contents

Hello!

Who we are.

Rippl was born with a mission of creating thousands of happier, more motivated, more productive employees worldwide. We are the leading engagement platform for organisations that want to connect, recognise and motivate their deskless or disconnected teams.

Rippl is the only technology to streamline employee recognition, reward, benefits and incentives under one roof and supports partners such as BP, Asda, Volvo and Charlie Bigham's to revolutionise their engagement strategy and empower global teams to reach their potential.

Through a personalised, scalable recognition platform, Rippl enables organisations to engage, maximise and retain the brilliant people behind their brand.

Why recognition?

The moral and business case.

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Recent pivotal shifts in employee priorities have resulted in a market more competitive than ever. In 2023, **35%** of employees are predicted to leave their role, rising to **40%** for desk-less workers. This has driven many businesses to re-examine their people experience and define how their brand differentiates from the rest.

Despite growing evidence surrounding the power of recognition in transforming employee engagement, this too often remains overlooked and undervalued by many HR leaders. Yet, effective recognition programmes are fundamental in revolutionising the workplace culture to attract new talent, maximise team motivation and productivity, and boost employee retention – all of which directly influence the bottomline.

In a changed world, a growing demand for employers to champion a culture of recognition has made this both a moral and commercial imperative for businesses who want to get ahead in the race for talent.

Read on for the statistics... →

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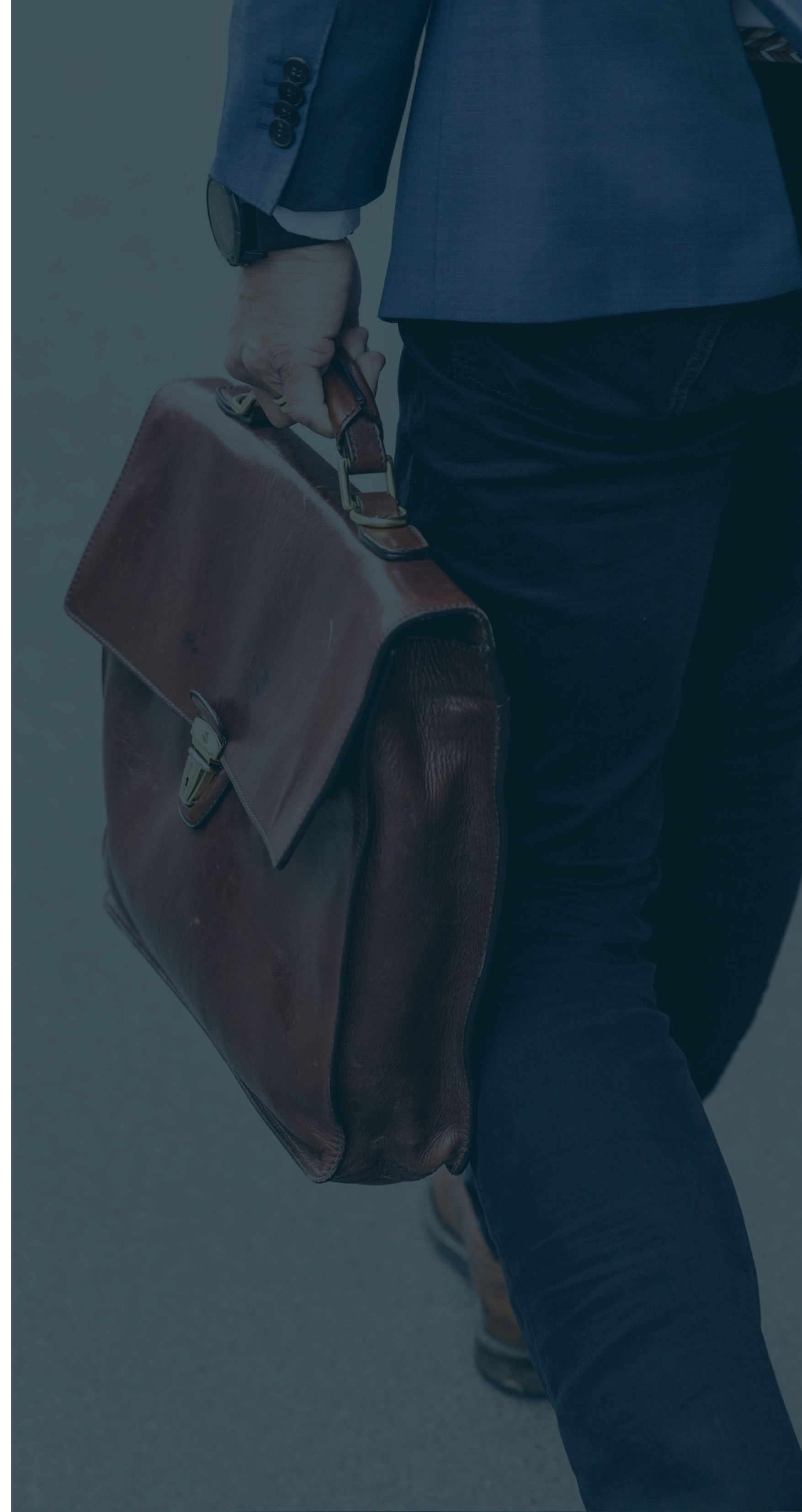
THE CASE FOR PEOPLE

- **82%** of employees are happier when recognised at work.

- **53%** of employees would stay in their role longer if they felt appreciated.

- **44%** of employees left their last role due to inadequate recognition.

- **58%** of employees believe recognition is key to improving their engagement at work.

- **79%** of Millennials say recognition and reward boosts their loyalty to their employer – and by 2025, Millennials will make up over 75% of the global workforce.

- Nearly **3 in 4** employees feel they deserve more recognition than they receive, and a third of less-recognised employees have either left the company or are looking for a new job.

- Employees who receive regular recognition are **5x** more likely to feel a sense of belonging within the organisation.

- **64%** of employees believe recognition is key for feeling valued whilst working remotely.

THE CASE FOR BUSINESSES

- Organisations with effective recognition programmes have **31%** lower voluntary turnover.

- **41%** of businesses leveraging peer-to-peer recognition schemes experience a boost in customer satisfaction.

- **85%** of HR leaders believe effective recognition strengthens organisational culture.

- Businesses delivering recognition programmes are **12x** more likely to have strong commercial outcomes.

- **84%** of employers believe recognition boosts employee engagement – and engaged teams can outperform competitors by 202% and increase profitability by up to 21%.

- Recognition is a key to securing future talent – **92%** of employees report recognition as the third most important aspect of their employment.

Where are many businesses going wrong
in their approach to recognition?

→

The 6 most common mistakes of employee recognition programmes.

SAM HARRIS
Sales & Marketing Director

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Whilst many businesses may think they have effective measures in place to ensure their people feel valued, common approaches to recognition are often outdated and inconsistent, resulting in poor impact. The occasional shoutout in a company email or pat-on-the-back during annual performance reviews are no longer meeting the mark for employees who, just like customers, are seeking a world-class experience from the organisation.

Now more than ever, businesses must adapt their offer in line with shifting employee priorities. Inadequate recognition is now considerably damaging workforce productivity and retention, with nearly half (**44%**) of employees leaving their current role due to this. Recognition programmes must no longer as a 'nice to have' but a fundamental employee engagement tool – HR teams need to urgently refresh their approach.

However, to deliver meaningful recognition, employers need to look beyond exceeded KPIs and holistically celebrate all corners of performance. This is particularly important for engaging and retaining remote and deskless teams. My conversations with businesses looking to re-examine their recognition strategy often highlight a trend around the frequent mistakes HR teams are making.

> So, where are businesses going wrong? From global organisations to growing start-ups, the six factors of ineffective, low-impact recognition programmes are...

1. INCONSISTENT.

To maximise impact, recognition must be delivered frequently and consistently. Traditional approaches are often ad-hoc, where a privileged few are recognised sporadically. Inconsistent programme frameworks not only result in minimal impact but quickly lose buy-in from both managers and employees, leading to poor engagement.

2. MANUAL.

Whilst some organisations have great recognition programmes in place, delivering these manually places significant demand on already stretched teams which presents a major barrier for programme success. By adopting a recognition platform, these manual and time-consuming processes are removed and a consistent experience can be delivered.

3. MISALIGNED.

To maximise team performance and promote an authentic workplace culture, recognition must align closely with department KPIs and business objectives, as well as company values. This gives purpose and direction to recognition and encourages desired behaviour across the whole business. Plus, to effectively deliver on the company mission, teams must be celebrated for how they have contributed to its success.

4. OUTDATED.

We know the value employees bring to the business goes beyond exceeded KPIs. Yet, this is where traditional recognition stops. To truly value and engage teams, HR leaders must take a more agile, holistic approach and recognise their people for collaboration, innovation, creativity, and championing company values. Check out our checklist on Page 10 for examples of agile recognition!

5. INACCESSIBLE.

Traditional approaches to recognition are often limited in their scale of impact. With modernised ways of working, businesses must refresh how they recognise and value their remote, deskless and disconnected teams. Recognition must be delivered and accessible to all, via desktop and mobile technology, so every corner of the workforce feels included and valued.

6. SEPARATE.

Another common mistake is delivering recognition separately to other employee engagement tactics. To maximise impact, recognition needs to be embedded within the whole People experience, streamlined into the delivery of internal communications, benefits and reward. Delivering recognition programmes separately often results in poor engagement and team buy-in.

Your checklist to reimagine traditional recognition.

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Reimagining traditional recognition.

Your people are more than their job descriptions. To build an effective culture of recognition, excellence in all areas needs to be valued and celebrated, which means looking beyond exceeded KPIs. Here are a few example scenarios where recognition can be delivered to put your people experience above the rest.

PERFORMANCE & ENGAGEMENT

- ☐ Doing their job to the best of their ability
- ☐ Meeting individual or team targets
- ☐ Exceeding expectations
- ☐ Creative ideas and thinking 'outside the box'
- ☐ Innovative approaches to existing processes
- ☐ Positive feedback received from customers or colleagues.

COLLABORATION & CULTURE

- ☐ Effectively collaborating with colleagues
- ☐ Supporting direct and wider teams to achieve their potential
- ☐ Embodying company values and behaviours
- ☐ Demonstrating reliability and consistency
- ☐ Promoting colleague wellbeing and belonging.

BELONGING & INCLUSION

- ☐ New starter shoutouts
- ☐ Service milestones
- ☐ Employee birthdays
- ☐ Peer-to-peer recognition
- ☐ Internal award schemes (enabling both managerial and peer-to-peer nominations)
- ☐ National calendar date celebrations.

The Recognition Pyramid

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The Recognition Pyramid:
7 steps to build a world–class culture of recognition.

So, how can businesses practically implement a world-class culture of recognition that enhances the EVP, maximises productivity and boosts retention?

Rippl's Pyramid of Recognition, developed by our customer success experts, takes HR leaders through each key component of an effective recognition culture in a step-by-step guide. Illustrated in a hierarchy, each level must be completed before approaching the next, so recognition is instilled in every corner of the People experience.

7. EVIDENCE

6. AWARD

5. ASSESS

4. UPSKILL

3. AUTOMATE

2. ONBOARD
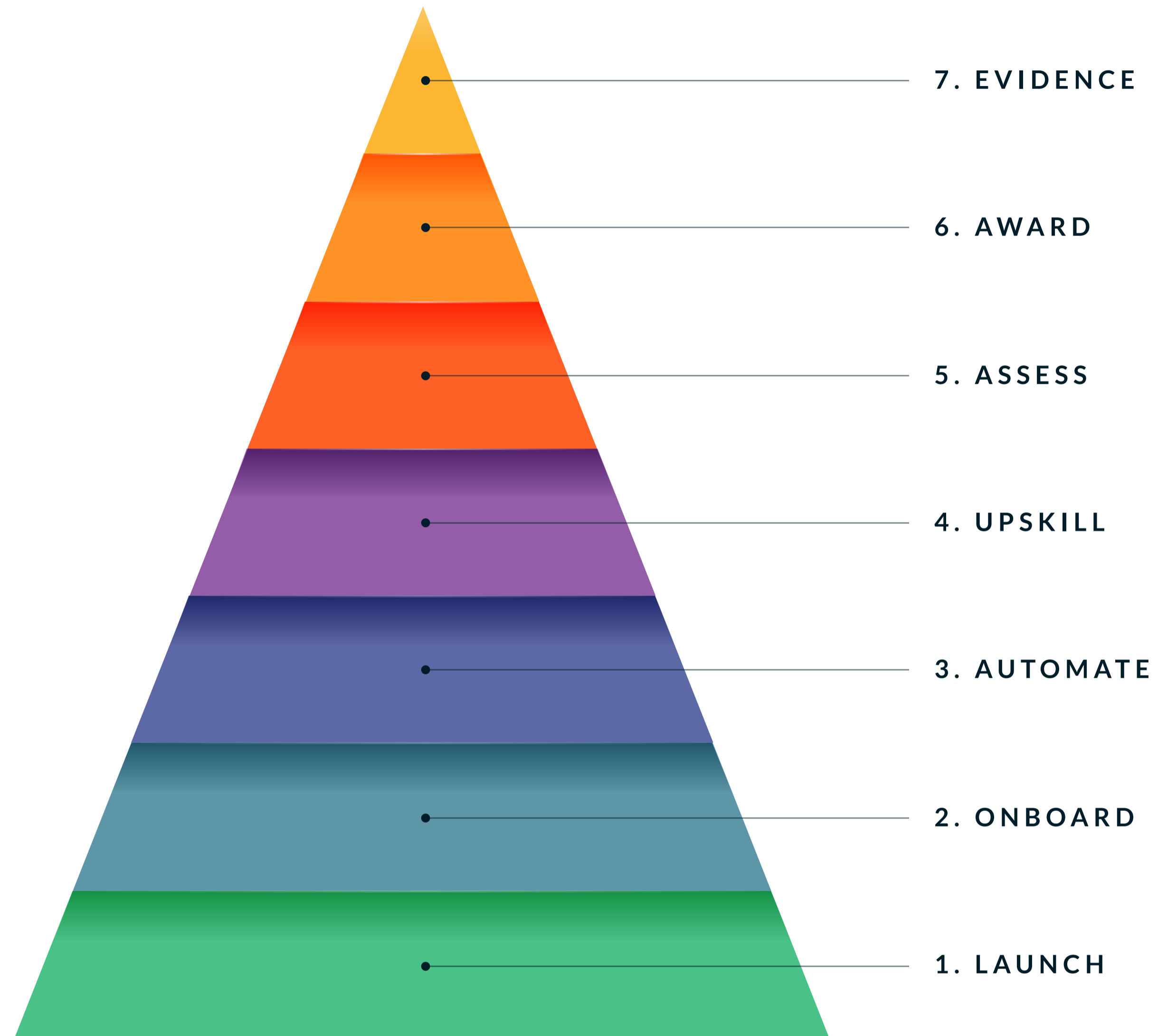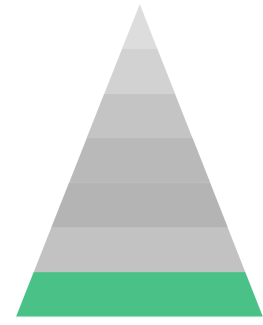
1. LAUNCH

Launch

Design and launch your recognition programme.

Coinciding with building your business case (see Page 25 for our pre-built template!), the first step is to outline the purpose and objectives of your recognition programme, and importantly establish key metrics to assess its impact and success. Once these have been identified, you will then have a clear framework to evaluate the capabilities of potential platforms against and select the best partner to launch your programme.

Common considerations of choosing a platform include set-up fees, branding capability, programme accessibility, automations, personalisation, and reporting functionality.

Keep key objectives at the forefront during programme roll out. Centralise them into a success plan to refer to regularly with relevant stakeholders and your solution provider to ensure the platform is meeting these core goals.

Importantly, consider how you'll roll out this launch phase – will you deliver the platform to all employees at once? Or will you pilot it in a particular department or area of the business? Crucial learnings from a pilot launch may enhance the success of the formal, business-wide roll out.

Tip

Check out this **buying checklist** and select all of your programme needs from the basics to the technical aspects, to platform features and support.
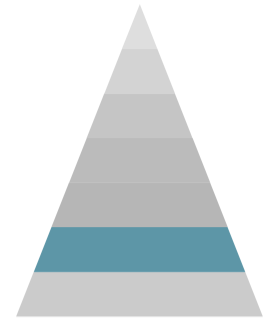
Onboard

Start onboarding your teams.

Once you've launched your platform, it's time to onboard your employees. From initial programme launch, you should see registrations grow steadily – a good benchmark to work to is to have at least **50%** of employees registered within the first 3 months.

Delivering a launch communications strategy is key to maximising this onboarding phase, particularly for remote and desk-less teams. This should inform and excite employees about the value this programme will deliver, and include teaser emails, platform previews, a programme introduction presentation and automated reminder messages to maximise registrations.

However, it's likely there may be some teams within the organisation who are harder to onboard and engage compared to others – this could include, for example, employees who don't possess corporate devices or email addresses. Map out the different areas of the business and evaluate their accessibility to the platform to identify the best way to communicate with and onboard these teams. This ensures all employees are treated fairly and none are missed in the launch.

Tip

Internal competitions and prize draws are a good way to encourage your teams to register by a set deadline.

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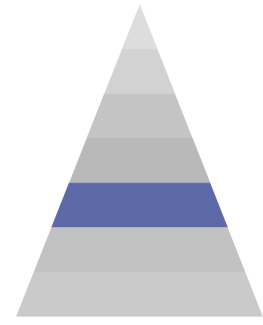
Automate

Automate milestone recognitions.

Engagement is optimised when recognition is consistently delivered 'in the moment' – and this is where the power of automation comes in. Setting up automated recognitions for milestones such as employee birthdays, service anniversaries and new starters deliver instant and personalised value to your teams.
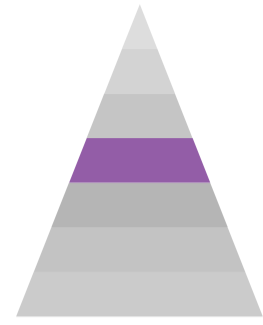
To ensure you don't miss out on the personal element of recognition, set up line manager notifications so they can still celebrate important milestones with their team members.

Tip

Automated milestones are a key feature to look out for when choosing your platform.

Upskill

Train and inspire line managers.

Line manager engagement is crucial to programme success. Take time to upskill line managers around the role of recognition in maximising team performance in line with department KPIs and overall business objectives. Importantly, establish expectations for how frequently line managers should distribute recognitions, ensuring they play an active role in boosting motivation, productivity and belonging across their teams. This will not only secure employee buy-in but encourage tangible results for the business.

A proactive way of training line managers is to produce manager handbooks that can be distributed (digitally or physically) pre-launch or in the early days. The handbooks can contain example scenarios to guide managers and reminders around the importance of recognition in the workplace.

Tip

Share our checklist on Page 10 with line managers to inspire regular and agile recognition.

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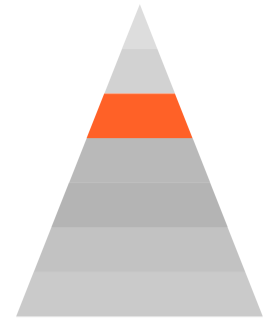
Assess

Assess programme engagement.

From completing the previous steps, you will have successfully implemented a framework for recognition to grow within your business. Now, it's important to regularly assess the impact of the programme so far.

Here are some good metrics to assess following your programme launch:

- Employee registrations rate.

- User engagement rate.

- Volume of managerial recognitions.

- Volume of peer-to-peer recognitions.

- Number of service milestones, birthdays and new starter celebrated.

- Programme engagement from Senior Leadership Team, including recognitions, likes and comments.

- Number of recognitions celebrating company values and behaviours.

- Reward distributions and redemptions.

- Engagement across other platform features and add-ons including benefits, surveys and learning content.

Tip

Use your platform reporting dashboard to quickly access initial engagement metrics and trends to optimise launch success.
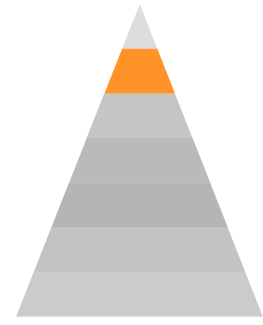
Award

Take recognition to the next level.

Now let's fully unleash programme impact. Take recognition a step further by pairing it with reward in the form of in-platform digital wallet points or vouchers, and launch an internal awards programme that enables both manager and peer-to-peer nominations. This is a great opportunity for senior leaders to celebrate top performers and have finalists celebrated visibly for all teams, wherever they are.

If you want to see the impact reward is having on your workforce, ask employees to share images of what they've purchased with their reward points – this will not only showcase the flexibility to colleagues but also demonstrate how much people value their recognition and reward.

Tip

Award nominations should be enabled for both managers and peers, celebrating performance and embodiment of company values.
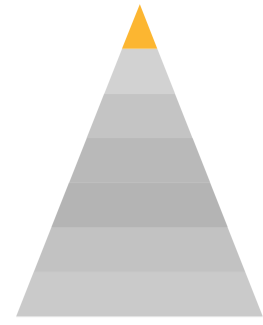
Evidence

Evidence programme impact.

With all previous steps now completed, it's time to evidence the business impact of your recognition programme. From tracking platform interactions regularly, you will have seen a culture of recognition begin to emerge. The final stage for optimising this is to evidence how programme objectives have been met and the value this has brought to the organisation.

Some key assessment metrics of a free-flowing culture of recognition can include:

- Overall employee registration rate.
- Average user engagement rate.
- Growth in recognitions sent since launch.
- Growth in reward distribution and redemption.
- Growth in engagements with benefits.
- Improved outputs from employee engagement surveys.
- Increased flow of employee ideas and feedback.
- Improved observations from line managers.
- Improved eNPS scores.
- Increased team productivity.
- Reductions in staff turnover and absenteeism.

Tip

Evidence all angles of success, from productivity and retention metrics, to strengthened culture and employee belonging to secure future programme investment.

The power of recognition: Real-world examples.

Let's take a look at how a building a world-class culture of recognition has transformed People strategies for global players.

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ASDA

" *I love being able to congratulate or thank colleagues for their support, and as my department gets so busy, I barely get the chance to show my appreciation, so Our Asda is great!"*

Store Operator

CHALLENGE

Asda were looking to optimise their recognition and streamline employee ideas and feedback into their programme. Their existing strategy placed huge demand on internal teams, so Asda were looking to minimise these manual processes and find a way to evidence programme success.

SOLUTION

Through a streamlined recognition platform, 'Our Asda' enables both managerial and peer-to-peer recognitions and reward, alongside a dedicated feedback submission hub for employees to submit their ideas. Our Asda's technology delivers manager and peer recognitions through a social timeline, plus cleverly groups idea submissions to notify relevant stakeholders through automated technology.

IMPACT

- Since launch, **257,000** recognitions have been sent (that's 1 recognition every 4 minutes!)

- **74%** of all recognitions were coupled with reward.

- Since January 2022, Asda have received over **1,300** idea submissions.

- **55.8%** of ideas and feedback have been positively rated by Asda.

Charlie Bigham's

"
Through the Rippl platform, we were able to put our vision for our people into action and significantly increase recognition and engagement amongst our team. Peer-to-peer recognition, and visibility of it, has significantly increased, whilst our managers continue to recognise people who demonstrate our values."

People Business Partner

CHALLENGE

With a growing workforce of over 700 employees, **60%** of whom are desk-less, Charlie Bigham's wanted to revolutionise their existing manual recognition scheme and streamline their separate benefits app into one centralised programme for their people.

SOLUTION

Bigham's launched a personalised recognition and engagement platform, 'The Pantry'. Accessible via desktop and mobile app, The Pantry streamlines employee recognition, benefits, discounted vouchers and feedback surveys so Bigham's people feel valued and engaged around the clock.

IMPACT (4 WEEKS POST-LAUNCH)

- Nearly half (**45%**) of Bigham's employees were registered on the platform.
- **£2,500** collectively spent on discounted vouchers.
- Within 6 weeks of launch: Over **70** manager and peer recognitions were sent.
- The Pantry saw **6,500+** platform interactions.
- **33%** of employees engaged with the platform benefits feature.

> *The visibility of achievements is fantastic and encourages the behaviours of recognition not just for individuals but teams too! The platform has created a positive and infectious way of providing feedback which is continuing to grow across Computacenter."*

Senior HR Business Partner

CHALLENGE

With a growing international team, Computacenter's existing manual recognition programme leveraging physical 'thank you' cards and monetary vouchers placed increasing demand on resource to deliver. They needed a centralised way to publicly recognise individuals across the globe.

SOLUTION

Since launching 'Bravo!', Computacenter's managers and colleagues have been able to instantly distribute personalised e-recognition cards and digital reward points, and showcase peer-to-peer nominations for their 'Bravo Stars' global awards programme in a social timeline visible to all.

IMPACT (IN THE LAST YEAR)

- Bravo! has seen a **87%** user engagement rate.
- Over **13,000** personalised recognition cards have been sent.
- **55%** of the workforce has received recognition.
- **471** service milestones have been celebrated.
- **356** 'Bravo Stars' awards have been distributed.

Creating a compelling business case.

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Build your business case.

Looking to present the case for instilling a world-class culture of recognition in your business? You're just a few steps away! When building your business case to budget holders, here are some key things to include:

1. TIMELINES

Set out a realistic timeframe for programme set-up, launch and onboarding. Consider the influential factors for completing each phase, as well as a schedule to review success once the programme is active.

2. OBJECTIVES

Outline the key metrics that will define the success of the recognition programme – this can be anything from boosted recognitions across the business and enhanced employee engagement, to improved eNPS scores and reduced staff turnover.

3. FEATURES

Include all programme features and functionality your business needs to optimise success – from the types of recognition and reward the programme will deliver, to award nomination programmes and employee benefits, to how impact will be measured and evidenced.

4. BUDGET

Propose accurate investment for the programme by benchmarking multiple potential platform capabilities and spend, as well as costs for programme renewal and extensions.

Ready to get started?

Great news! We've done the legwork and created a Business Case Template that covers every corner of an effective proposition to get yours over the line.

Download your template here.

Why Rippl?

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Take recognition to the next level with Rippl.

Rippl's platform builds a world-class culture of recognition that's uniquely streamlined with reward, benefits and incentives.

BRANDED TO YOUR BUSINESS

Design and deliver a personalised recognition programme so your people feel at home.

FEEDBACK AND SURVEYS

Add a new dimension to your recognition programme by providing in-platform feedback loops, surveys, polls and idea submissions.

CUSTOMISABLE INCENTIVES

Take recognition to the next level by creating incentives targeted to specific audiences.

INSTANT REWARD

Pair recognition with optional reward to celebrate key moments and achievements.

AGILE RECOGNITION

Enable managerial and peer-to-peer recognitions and reward to celebrate individual and team triumphs in a centralised timeline.

ATTRACTIVE BENEFITS

Streamline recognition alongside a personalised digital benefits catalogue to create the ultimate employee experience.
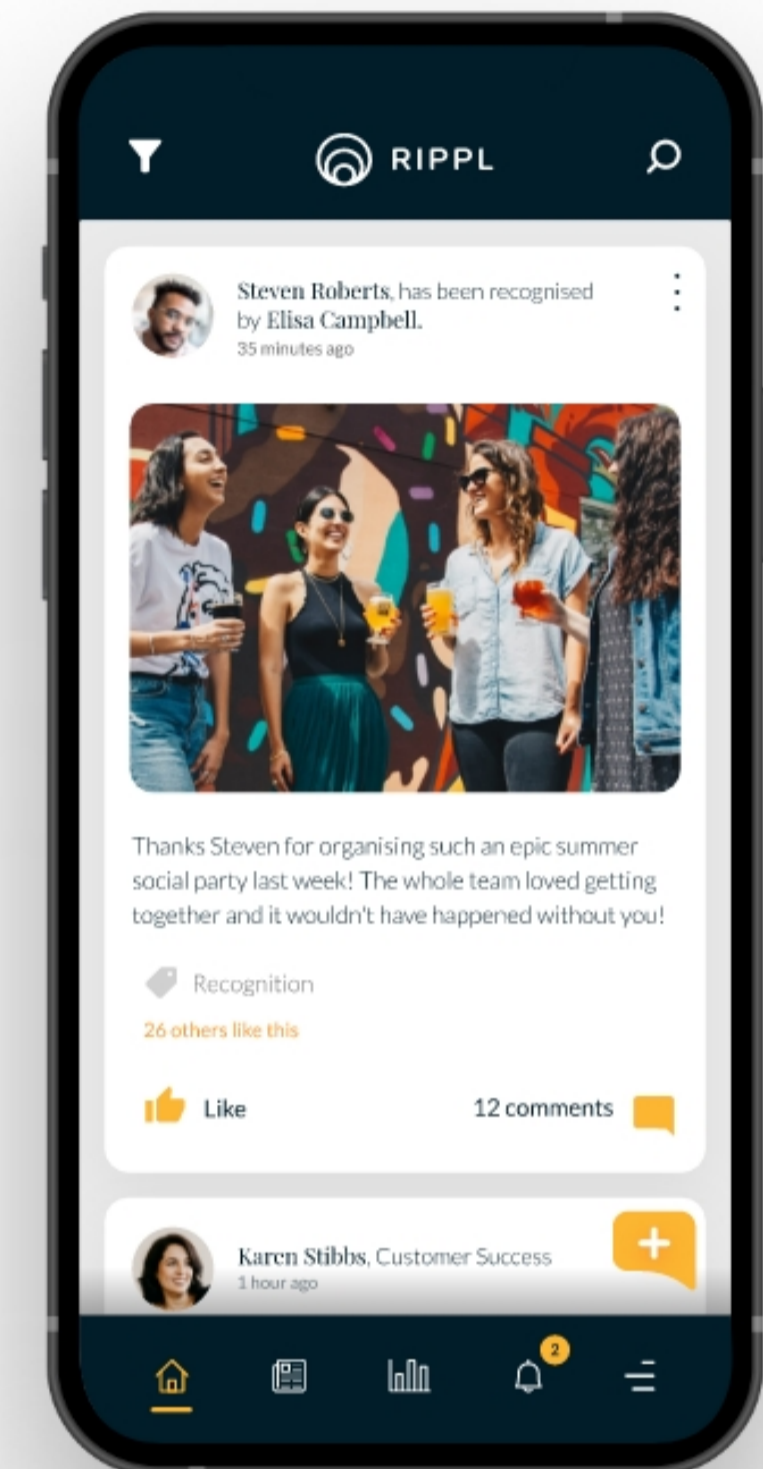
RIPPL IN NUMBERS - 2022

117,000+
Employee recognitions sent

80,250+
Work anniversary milestones celebrated

4.6/5
Average user support score

70%+
Average employee registration rate

9.0/10
Average customer satisfaction score

8.7/10
Average product satisfaction score

Get more
With Rippl

To get started on building the ultimate culture of recognition in your business, book a 15-minute consultation with Sam.

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