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CRYSTAL AWARDS

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AUGEO

PROGRAM LOCATION: ST. PAUL, MINNESOTA, USA

AWARD CATEGORY BEST VIRTUAL MOTIVATIONAL EXPERIENCE

PROGRAM NAME POWERUP EMPLOYEE APPRECIATION WEEK



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“Fueled by our passion for purposeful work and social impact, Augeo leveraged our people experience platform to transform Employee Appreciation Week—powering the donation of 2,278 weeks of clean water and educational resources to more than 31,200 community members in need through peer-to-peer recognition, digital games and personalized e-cards. We are so proud, and privileged, to be making a global difference while amplifying companywide appreciation through our workplace technology.”

Augeo Founder & CEO David Kristal

To motivate the motivators — specifically, the engagement and loyalty experts working at Augeo — you need a powerful solution.

As a global leader in experiential engagement and loyalty technology, Augeo knew exactly how to “PowerUP” its motivation and recognition initiatives by tapping into the company’s own virtual platforms and tools. This proved key when creating an empowering 2022 Employee Appreciation Week that inspired incredible employee participation across the organization.

To ensure a successful virtual motivational experience for their own employees, Augeo focused first on building anticipation and enthusiasm for their upcoming Recognition Week through a series of animated emails and newsfeed posts on their employee experience platform. These posts were designed to inspire employees and drive engagement in the forthcoming campaign.

When the 2022 Employee Appreciation Week arrived, employees were given a pool of points to “PowerUP” peer-to-peer recognitions on Augeo’s virtual Recognition Wall. These points were specially granted to all employees during the week, with the ability to grant award points usually limited to managers only.

Leadership stayed expressly involved, with the management team posting expressions of gratitude over the week, including a special video message, and with all employees also receiving a bonus gift on Employee Appreciation Day.

The company also tapped into gamification strategies to further incentivize participation.

Employees were able to play a variety of customized games through Augeo’s people experience, with gaming efforts directly contributing to a charitable giving initiative that was part of the Appreciation Week.

Topping off the activities, Augeo also arranged for the co-founder of WE Charity, the organization Augeo partnered with for their give-back efforts, to speak at a companywide Employee Appreciation Week event. This further elevated the tone of the experience and served as an inspirational conclusion to an exceptional week.

All of the virtual motivational activity on display throughout Augeo’s Appreciation Week was truly impressive, exceeding the company’s expectations and goals. Virtual recognitions sent throughout the week increased by 177% year-over-year.

Employees’ expressions of gratitude also powered a reported donation of 2,278 weeks of clean drinking water to 42 community members served by the company’s charity partner, as well as the donation of essential educational resources to more than 31,200 young adults in need.

This initiative reinforced Augeo’s values and culture of recognition. While the ability for non-managers to award points was limited to this and other special events, the amplification of gratitude and social impact extends beyond Employee Appreciation Week to every day of the year.

Augeo

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