



# 14 Ways eCards Help Build an Amazing Culture of Recognition

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# Introduction

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Hi,

I'm Megan Gough and I look after Client Success 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 1,800 clients, many choose to start their recognition journey with eCards. In fact, last year, our clients sent over 215,000 eCards to recognise 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 organisation which everyone can take part in.

Employee recognition is an important piece of building better employee engagement at organisations of all sizes. 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 organisations 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 favourite 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 organisation 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 customised to suit

your organisation's brand colours, 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 organisation. (Although, we do have some at my company who print theirs out as a "badge of honour" 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)

**90%** of HR workers agreed that an effective recognition and reward program helps drive business results. (Reward Gateway)

**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 recognised 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 recognised 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 organisation:



## 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

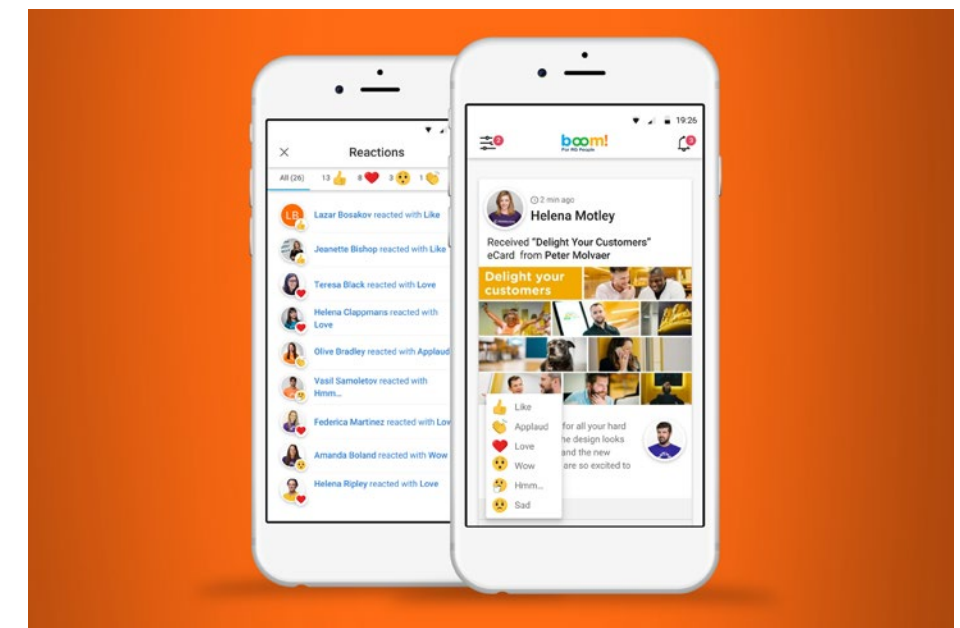
Pass on a warm and fuzzy feeling from day one with a special eCard that others can send to new members of their team. Improve collaboration by using an eCard to introduce members of your team to one another and help your onboarding processes go even smoother.



## Connect your workforce, no matter where they are

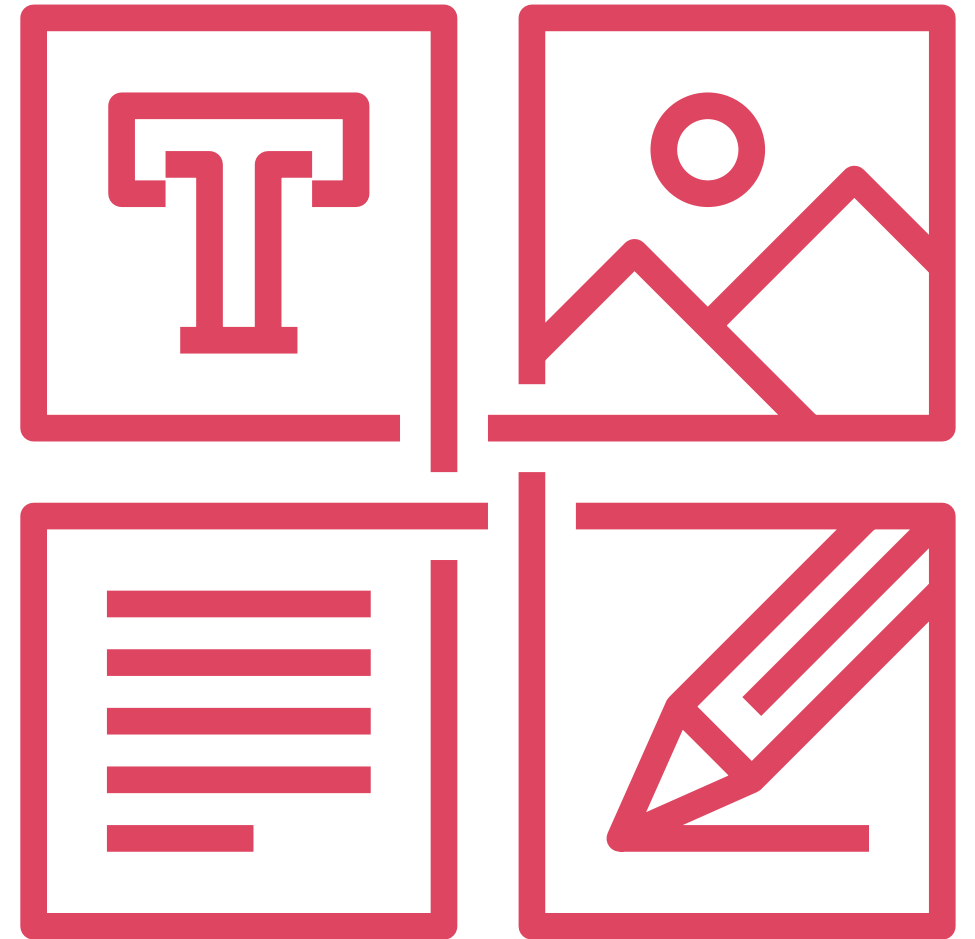
Choose an eCard program that’s easily

accessible on mobile and tablet (or better yet, an all-in-one app) to ensure engagement no matter where eCards are received. This means your field workers will appreciate being recognised even if they’re not physically in the office, on their own time.





# How others use eCards



# HomeServe

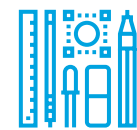
## HomeServe creates a culture of recognition with eCards

**Goal: Bring awareness to your company values**

The main goal of HomeServe was to improve its 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 its 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 colours 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 recognise business achievements

### Goal: Drive business objectives

Our client KMP Group, a portfolio management company, decided to give a fun spin on its 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:



### Personalise

Remember, there’s no such thing as “standard” or “must-have” eCards — each eCard should reflect what’s needed to recognise 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: Recognise specific value-oriented behaviours

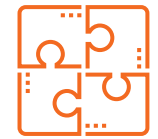
Our client Krispy Kreme has instant brand recognition upon glancing at its eCards with different tiers of eCard design. One of these tiers is linked to the values by specifically thanking the recipient for living and representing that particular value, and the other designs reflect a more traditional 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 you can start your own Thank You chain at work. Here's a closer look at our suggestion for your MUST-haves in recognition:**



## Meaningful

Make moments of recognition matter by making them detailed and meaningful. Why does your fellow colleague deserve recognition? Ensure the person knows specifically what they've done, and how they've helped you.



## Unified

Make sure to build an initiative that allows for all to give and all to receive recognition under one brand to better connect your people.



## Spotlight

Shine a spotlight on moments of recognition, either through social capabilities or other public means, to celebrate achievements and reinforce habit for the rest of the company.



## Timely

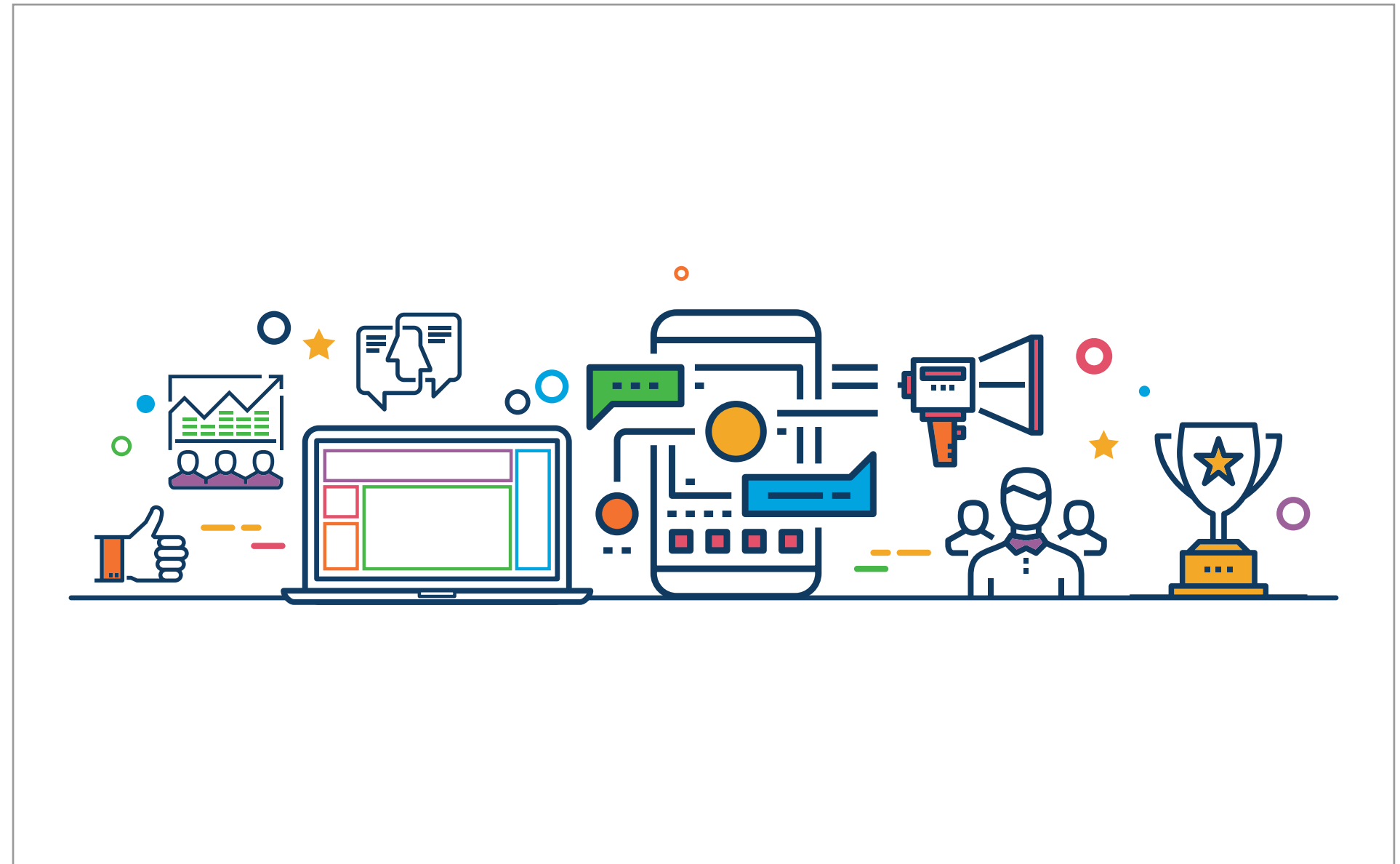
Make recognition more impactful by sending moments of recognition instantly that are easily accessible anytime, anywhere.



## 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.

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.





**Reward Gateway employee engagement and recognition products are powered by a centralized hub tailored to your organization to align, motivate and engage your people.**

If you're interested in learning more about what Reward Gateway offers, 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 favourite things to talk about since it's such a simple concept, with big results.

My team at Reward Gateway can help you create a recognition strategy and design bespoke 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 organisation. But eCards are just the start, as our suite of recognition products allows organisations to nominate award recipients, give out monetary rewards, create your own awards and more - we even have a branded app to complement your reward and recognition strategy!

Get in touch with us today to see how we can help you get started with our reward and recognition tools.

To better engagement,



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