



service

AWARD PROGRAMS



MAXIMIZE THE IMPACT + CONTROL THE BUDGET + IMPROVE OVERALL SATISFACTION



What Managers Can Do

- Offer More Employee Award Options
- Train Managers on Employee Recognition Best Practices
- Keep Employee Recognition Programs Fresh

what RECOGNITION GAP?

THE RECOGNITION GAP

A national survey* found a significant gap between how employees are recognized in the workplace and how they actually want to be recognized.

EMPLOYEES STRONGLY AGREE

Up to 84 percent of employees surveyed strongly agree that the quality of their company's recognition efforts impacts their job performance. Only 10 percent are completely satisfied with their company's employee recognition efforts, including their years of service awards.

EMPLOYER OF CHOICE

The survey revealed that employees satisfied with their employee recognition programs are significantly more satisfied with their jobs, more likely to remain with the company and more likely to recommend their workplace to others.

FRESH IDEAS START HERE

Almost 60 percent of employees strongly agree that their company needs to refresh its employee recognition efforts by offering new and different awards. Involving people from different levels and different parts of the company on an advisory council is one way to bring new ideas and enthusiasm. Another way is to invite new ideas from outside sources, such as C.A. Short.

*Survey of 1,002 randomly selected, employed adults from across the United States - (source: shrm.org)

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HUMAN INTERACTION

PEER RECOGNITION

DESIRABLE AWARDS

IMMEDIATE GRATIFICATION

FAMILY INVOLVEMENT



A survey of 1,002 randomly selected employed adults reported that 73 percent of respondents agree that they prefer to choose from a variety of awards rather than receive a pre-selected item.

THE 5 MUST HAVE!

elements of recognition

ONE ESSENTIAL CONCLUSION

Our focus groups and research revealed one essential conclusion: the best design for any recognition includes (5) five must-have elements. Without ALL five of these elements an employee recognition program is found to have limited success.

THE 5 ELEMENTS OF RECOGNITION

If you are looking to INCREASE the overall employee satisfaction of your years of service awards, there are 5 Elements of Recognition you MUST include:

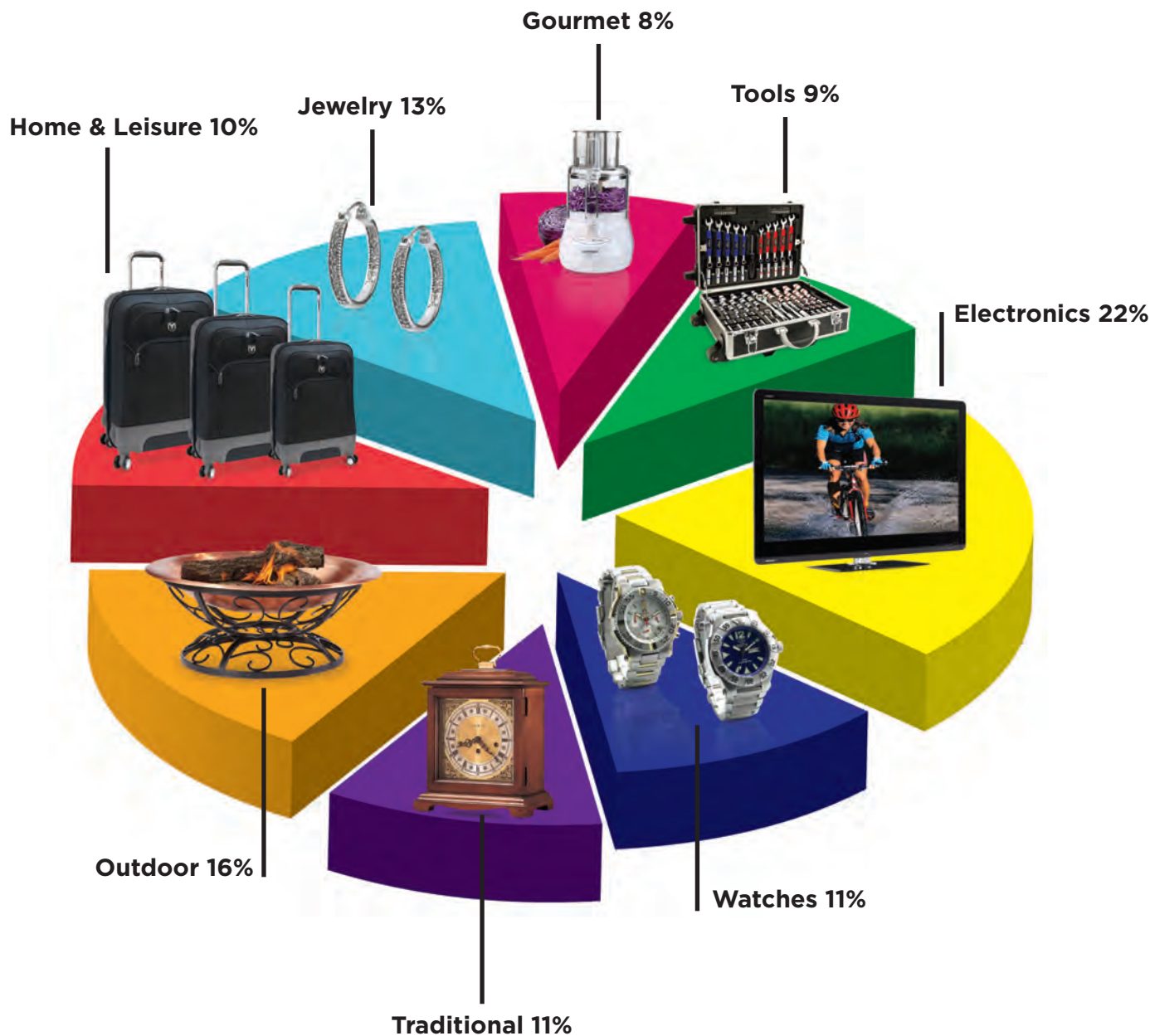
- Human Interaction
- Peer Recognition
- Useful and Desirable Awards
- Family Involvement
- Immediate Gratification

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WHAT PEOPLE ARE SAYING ABOUT OUR AWARDS COLLECTION: “Our associates could not be more positive on both the variety and quality of awards”; “they are pleasantly surprised at the selection and quality of the gifts”; “awardees really appreciated the gift selections offered them”; “all the employees were very surprised with the large selection of gifts”; “we have had numerous compliments from our employees regarding the quality and selection of items available for awards”



With a wide variety of lifestyles represented in today’s diversity-rich workplace, it’s a challenge to select one gift that will be appreciated by all your people. Our service award programs help you celebrate individuality by providing MANY MORE awards for you and your people.

The pie chart above is from a BENCHMARK report across all of our active service awards customers. As you can see the report illustrates the awards selected are as diverse as today’s employee population.



A survey found that 84 percent of employees think their company needs to offer a greater choice of awards in their employee recognition programs.

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why C.A. SHORT?

MORE AWARDS CHOICE

We inventory thousands of Brand Name Award items across (8) lifestyle categories: electronics, fashion jewelry, gourmet, tools, home & leisure, outdoors, watches, and traditional items. All awards delivered to your employee within 7-10 business days. Each recipient will have up to 100 Award choices in their presentation brochure or for selection online.

GUARANTEED BUDGET CONTROL PRICING

We made controlling your budget simple with our *Guaranteed Budget Control Pricing*. In fact we guarantee you will NEVER go over budget. If staying within budget is important, you can lock down your budget with our *Guaranteed Budget Control Pricing*.

DEDICATED IN-HOUSE CUSTOMER SERVICE

Rapid response is our priority. We assign to your account an experienced, dedicated Customer Service Representative (CSR) who becomes familiar with you and the needs of your organization and the quality-of-service expectations you have set for us. Most cases can be resolved on-the-spot.

C.A. Short has a proven recognition program customer relationship management [CRM] application that enables your customer service representative to forge a strong relationship with you and increase customer satisfaction. Our streamlined process has improved every customer interaction while reducing the overall costs of your program - which we will pass on to you! We will insure all your service-level agreement goals for customer service are met and exceeded.

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people are everything



Give your people more!

Contact us and let a member of our professionally trained and experienced account management team participate and guide you in the design of your program.

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