



## CASE STUDY

Through Partnership with C.A. Short Company, Sysco Kansas City Increased Retention by 83%







## **ABOUT SYSCO KANSAS CITY**

Sysco Kansas City is one of Sysco Corporations' 177 subsidiaries and divisions throughout the United States. Sysco Corporation is the largest foodservice marketing and distribution organization in North America, providing food and related products and services to approximately 400,000 restaurants, healthcare and educational facilities, lodging establishments and other foodservice customers.

Sysco Kansas City encompasses eight departments which include: Administration, Finance, Fleet and Facility, Human Resources, Merchandising, Sales & Marketing, Transportation, and Warehouse. All these departments work together to provide product distribution across Kansas and Western Missouri.

## PROBLEM

With eight departments working simultaneously to distribute and maintain product flow, Sysco Kansas City was in need of a robust recognition program that was effective, yet still easy to manage. Their team struggled with maintaining their past recognition programs, while lacking key tools to keep employees engaged long term.

As a key player within the food service distribution and transportation industry, Sysco Kansas City was also faced with additional safety concerns and challenges such as injuries, vehicle accidents, and driver carelessness. The distribution team wanted to start their focus on the safety side; improving engagement, internal training, and boosting overall safety best practices.

## SOLUTION

In 2016, Sysco Kansas City conducted the Sysco Speaks survey to gauge employee satisfaction on current recognition efforts. From these results the strategic recognition program was developed in collaboration with the People Are Everything™ platform.

C.A. Short Company partnered with Sysco Kansas City to offer engaging incentives, awards, and prizes for achieving benchmarks and performance outcomes. We consulted with Sysco, Kansas City on their strategic goals, helping to craft unique program offerings that would stimulate safe and positive changes.





## PROGRAM DETAILS

The goal of Sysco, Kansas City's unique recognition program was to improve engagement efforts while aligning with the company's mission and/or core values. Additionally the program served as a channel to help create a positive work environment for associates, increase associate performance, and improve associate morale.

Through these initiatives, Sysco Kansas City's overall recognition program encompassed the following awards programs:



### **Years of Service Award Program**

Through the partnership with C.A. Short Company, Sysco Kansas City restructured their existing Years of Service program to account for anniversary recognition every 5 years. Employees were awarded points through the People Are Everything™ platform which they could then exchange for over 3,000 unique products.

Additionally Sysco Kansas City incorporated a retirement program that involved acknowledgment from the Senior Leadership Team, as well as additional recognition through a “send-off” celebration before the official retirement.



### **Performance Recognition Award Program**

By partnering with C.A. Short Company, Sysco Kansas City was able to incorporate instant recognition into their Performance Recognition Award Program, providing an additional avenue for informal, day-to-day recognition.

Instant recognition could be used daily to acknowledge contributions of individuals, teams and work groups. Contributions that would be recognized were tied to a specific behavior or activity the team wanted to reinforce. From there the functional leaders could communicate the award achievement and assign points in the People Are Everything™ platform depending on the significance of the contribution.



### **Safety Incentives Award Program**

To combat Sysco Kansas City's challenges related to vehicle incidents and driver carelessness, Sysco Kansas City implemented the Sysco Safe Initiative that incorporated a points acquisition system on a monthly basis. The points system aimed to reduce recordable incidents, reduce vehicle incidents, and reduce verbal or written safety warnings. Additionally, stipulations such as point forfeiture were implemented to prevent non-reporting and overall improve the program.



### **Birthday Award Program**

When it comes to engagement opportunities, celebrating and acknowledging an employee's birthday is a simple act that can have a great impact. For Sysco Kansas City, this was a missed opportunity to acknowledge associates and make them feel special. By utilizing C.A. Short's ecard library within the People Are Everything™ platform, Sysco Kansas City could easily acknowledge coworkers and their special day.



### **Bright Idea Award Program**

The Bright Idea Award Program was adopted as an associate award with the intention of encouraging associates to participate in improving the efficiency and effectiveness of his/her job at Sysco Kansas City.

Employees could earn additional points by providing unique suggestions or solutions that increased productivity, reduced costs, improved safer working conditions, conserved resources, or improved customer service. Points could then be redeemed in PAE™ for unique and personal prizes

## CONTINUED PARTNERSHIP

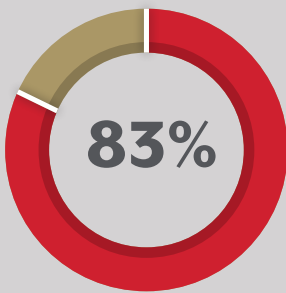
After providing Sysco Kansas City with the tools to implement a successful employee recognition platform and program, C.A. Short Company expanded to partnering with additional Sysco branches. As a dedicated Sysco partner, C.A. Short Company has provided the flexibility and service to constantly improve and change the program to match the organization's needs.

*I think the reason why they are such a pivotal partner for us is that they allowed us the flexibility and the ease of as our organization changes. The recognition program changes with it, so it's not something that's just static."*

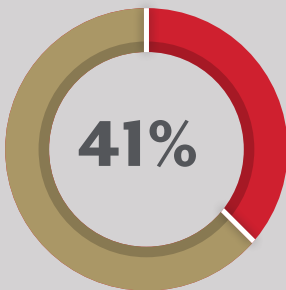
- Chris Volmer, HR Business Partner

## RESULTS & AWARDS

In 2017, Sysco Kansas City received the Associate Recognition Award Program



**Increased Retention Rates by 83%.**



**Reduced Incidents and Accidents by 41%.**