

Solutions Snapshot

Energy Company – Appreciating Engagement

The Situation

In 2016, a new energy company broke ground on what would become the largest and most efficient processing facility of its kind in the US. The plant went online late in 2019. Employees were tasked with achieving a production goal of 24/7 continuous operation.

Then, the coronavirus pandemic hit. Achieving their goal and protecting these essential workers from the virus required having them live on-site for 30 consecutive days as production was ramped up.

During the worst US health crisis in over a century, employees achieved over 100 days of continuous 24/7 production. This heroic effort demanded special recognition and a celebration of the team effort.

The Solution

Since the company's formation, employee engagement has been foundational to their corporate mission. Caring for their associates and the communities they serve are core values of the organization. Teamwork is revered as critical to their culture.

Recognizing every employee who contributed to achieving 100 continuous days of production in this brand-new facility was an important demonstration of their values. It required the right approach to show each individual employee's value in an age of social distancing and masked workplaces.

They chose the Gift Select Now award platform to provide tangible awards for these essential heroes. Gift Select Now allowed the company to:

- Select an award value reflecting the accomplishments
- Provide each employee a unique code to redeem for the award of their choice from an easy-to-use website
- Appeal to the individual employee's tastes and lifestyle
- Ship awards directly to the employee's home showing their families how much the company appreciated their sacrifices

Communications highlighted this important production milestone. Small and socially-distanced departmental celebrations were held providing some limited public recognition while keeping employees safe.