

# Solutions Snapshot

## Healthcare System – Holiday Gifting Program

### The Situation

A major western healthcare system serving over two million people had a culture of showing employees they were appreciated. The holidays offered a great opportunity to thank everyone for their efforts throughout the year.

The organization's management understood everyone would not want the same gift. In the past, they had offered a selection of different items, each branded with the healthcare system's logo. While this was done with the very best of intentions, it had some disastrous effects.

The variety of gifts made it difficult to forecast demand and created enormous fulfillment issues. Stock of the most popular items was quickly depleted. Branding of the items meant long production times to build additional inventory, and the holiday season always means longer shipping times. All this resulted in delays for many associates. Many did not receive their gift in time for the holidays.

### The Solution

The following year, the healthcare system chose Select An Award for associate holiday gifts. Select An Award offered a variety of name-brand awards to meet the diverse tastes of their employees. Our merchandising expertise, and history with millions of participant orders, simplified forecasting and inventory management.

Employees received a notification of the holiday gifting program in mid-November and were given eight weeks to place their orders through the online platform. Regular reminder emails were sent with their redemption codes and ordering instructions to ensure everyone received their gift.

Unlike the previous programs, gifts were sent in a timely fashion with the average item shipped within two working days of order entry. Customer service support was available through email and our toll-free number to answer questions and immediately replace any item damaged in shipment. The large award selection provided options appealing to everyone and satisfaction with the gifting program skyrocketed.