

Holiday Gifting Program - Healthcare System

SITUATION



A major western healthcare system serving over two million people had a tradition of holiday gifting. Management understood that not everyone would want the same gift. In the past, they had offered a selection of different items, each branded with the healthcare system's logo.

The variety of gifts made it hard to forecast demand and created fulfillment issues. Stock of the most popular items was quickly depleted. Branding the items meant longer production times, and the holiday season results in longer shipping times. All this resulted in delays as many associates did not receive their gifts in time for the holidays.



SOLUTION



The following year, the healthcare system chose Select An Award for associate holiday gifts. Select An Award offers a variety of name-brand awards to meet the diverse tastes of its 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.



Expert Simplified
Process



Name Brand
Items



Regular Reminder
Emails

SUCCESS



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.