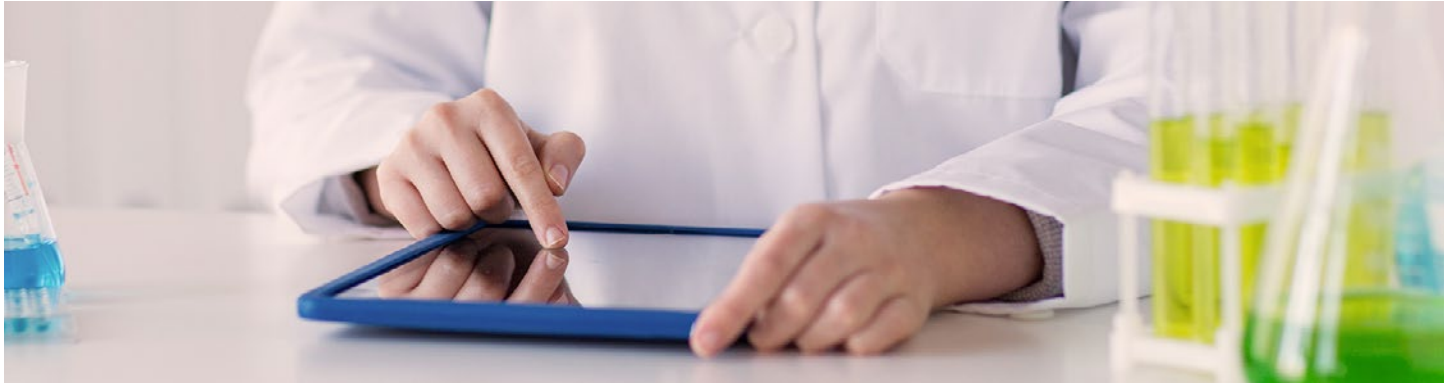


The Positive Results of Engagement

We helped a global leader in biomedical diagnostics increase management approval by 88%.



About the Client

Our client is a global leader in biomedical diagnostics related to improving public health worldwide. Its products are available in more than 150 countries through subsidiaries and a large network of distributors, providing diagnostic solutions that improve patient health and ensure consumer safety.

Creative Group has partnered with this client for over 20 years, providing solutions to engage and motivate employees by changing behavior in order to achieve company objectives.

The Challenge

Research shows that only 30% of the U.S. workforce is currently engaged in their work, meaning that the vast majority of workers are not thriving. Our client understood this and needed a streamlined solution for recognizing employees across all business units while inspiring them to align with corporate objectives. The company had been running disparate programs across multiple departments with inconsistent messaging, reward structure and overall results.

The Solution

Using our unique employee engagement and recognition solution, we provided the client a comprehensive, simple-to-use recognition platform which was implemented company-wide. Employees across all divisions were able to recognize peers simply and seamlessly for immediate reinforcement of desired behaviors. The recognition program utilized our web-based platform for all communication, nomination and approval activities. Prepaid VISA™ cards in varying denominations along with retail gift cards were used as the recognition awards.

To ensure the program's success, we conducted a leadership focus group to assess their needs and then conducted hands-on employee training prior to program launch. In addition, a training module was created for use by human resources for ongoing training needs with new participants or program updates.

The Outcome

Since implementing the custom employee engagement and recognition solution, the client has seen employee engagement increase. Following are just a few of the results:

- Employee participation doubled across all departments
- Management approval rate increased 88%
- Program nominations increased by 69%
- Quarterly and annual surveys reported an employee satisfaction and engagement rate exceeding 95% in the first two years

The positive results have led to a tripling of the program spend to continue to bolster employee engagement.

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