

Affinity FCU

Affinity FCU came to Rewardian with the objective of driving employee engagement through its unique culture and strong organizational values.

PROGRAM OBJECTIVES

Reinforce Core Values
The more aligned Affinity's employees are with their goals and values, the more likely they will stay engaged and deliver high-quality work.

Motivate
Affinity should focus on the wants and needs of employees and create an environment conducive to engaged and motivated workers.

Recognize and Retain
Identify the disconnect between Affinity's employees by comparing how their employees would like to be rewarded versus how their current systems operate.

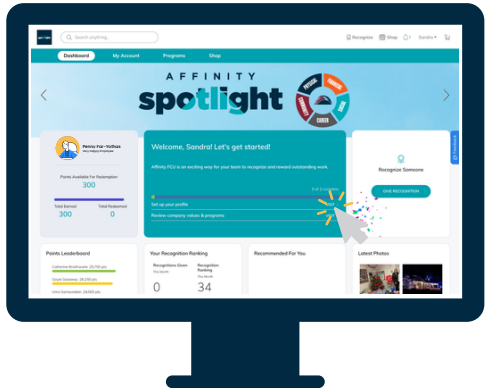
SOLUTION

Rewardian developed a customized, modular recognition and rewards system for Affinity FCU, branded as Affinity Spotlight Rewards, to engage employees and reinforce core values at the frontline level.

The program recognizes and rewards key behaviors including tenure, referrals, community service, wellness activities, donations, volunteer work, onboarding success, and more. These initiatives keep the program relevant and have significantly improved employee engagement.

RESULTS

The platform enabled Affinity to develop core principal-driven programs from Bingo games and photo contests to service awards and Scratch-Off based wellness initiatives tied to customized rewards. This allowed Affinity to see what drives their employees and how to properly reward them.



“At Affinity, we are proud to partner with Rewardian. Their product helps us reward employees for behaviors that embrace our core values of: Passion for Service, Trustworthiness, and Accountability.

Through the use of peer to peer recognition, the programs we launched with Rewardian help us reinforce what we want to see more of from our employees and has become an integral part of our culture.

Julia Hand
Assistant Vice President

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92%
of Affinity FCU employees say that you are made to feel welcome when joining the team

70%
Program uptake