

CASE STUDY

Affinity FCU

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

PROGRAM OBJECTIVES

01 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.

02 Motivate

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

03 Recognize + 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/rewards system for Affinity FCU branded as Affinity Spotlight Rewards which has engaged staff and driven core values at a frontline level.

Affinity FCU continues to drive several specific behaviors by utilizing the program to recognize and reward actions such as referrals, community service, wellness activities, donations, volunteer work, successful onboarding, working in hazardous conditions, and more.

These initiatives have allowed the program to remain fresh and relevant to the Affinity FCU workforce, dramatically impacting employee engagement metrics.



THE RESULTS

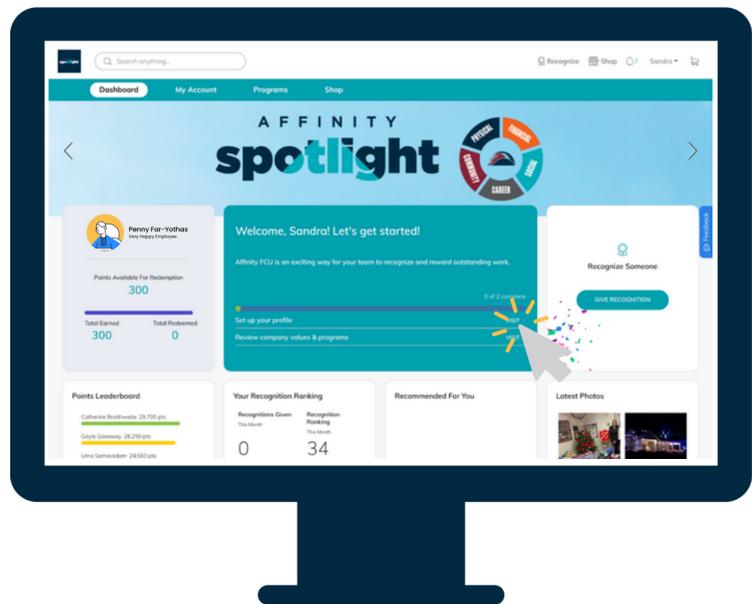
The platform enabled Affinity to develop core principal-driven programs from Bingo games and photo contests to wellness initiatives tied to customized rewards. This allowed Affinity to see what drives their employees and how to properly reward them.

92%

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

70%

program uptake



TESTIMONIAL



Julia Hand
Assistant Vice President,
Total Rewards & HRIS
Affinity FCU

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.