

The City of Brentwood

After years of working with another rewards provider, City of Brentwood partnered with Rewardian to expand their employee recognition program and discover innovative ways to engage and reward their team. With a new, modernized approach, they aimed to bring workplace recognition to life in a meaningful and impactful way.

PROGRAM OBJECTIVES

01 Foster a Culture of Peer Recognition

City of Brentwood's main objective was to enable employees to easily nominate their peers for above and beyond behavior daily, along with yearly awards, promoting teamwork and mutual appreciation.

Solution

By modernizing the program with peer-to-peer badges to reinforce with core values, a revamped rewards catalog, and refreshing the overall experience, City of Brentwood recognized more than 70% of employees in the first 90 days.



02 Celebrate Milestones Seamlessly

With the program redesign, they now have a streamlined process for recognizing milestone anniversaries and ensuring all employees have the ability to redeem for meaningful and timely rewards.

Solution

The HRIS integration removed manual, technical backend challenges, freeing up resources to focus on strategic tasks. The recognition features automated anniversary celebrations with e-cards, manager notifications, and activity feed posting.



03 Expand Recognition Beyond Milestones

City of Brentwood aimed to launch a comprehensive program that includes various engagement initiatives, encouraging recognition for contributions beyond traditional milestones.

Solution

City of Brentwood launched employee nominations and engagement modules such as photo contests to create more employee connection. These enhancements fostered a stronger culture of recognition, making it easier for employees to celebrate each other, and in the case of the photo contest - delicious recipes!

