rewardian

Wheels

In December of 2022, Wheels announced a merger of Wheels, Donlen, and LeasePlan within Athene Holdings Ltd. Wheels is a powerhouse provider of comprehensive fleet management solutions. The newly formed organization offered clients more opportunities and an integrated mobility experience — whether they are on the road to electrification, have a mixed fleet, or need help with a global integration

Wheels manages over 800,000 vehicles in North America, and over 4 million vehicles in 58 countries worldwide in global alliance with Ayvens.

PROGRAM OBJECTIVES

1. Successfully integrate three distinct organizations originating from two separate rewards platforms

2. Re-engage the employee base in an enjoyable and interactive manner following a blackout period

3. Enable managers to provide spot recognition for employees, fostering a culture of appreciation

Welcome to
WHEELS REWARDS
Scratch & WIN to get started!

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Prior to the Wheels merger, I was using a different recognition method - so this has been my first experience with the Rewardian platform and team. From the moment we decided to move forward with Rewardian for the new organization's recognition program, Rewardian has provided consistent, hands-on support as we have worked together to bring the 'Wheels Rewards' program to life. The key to success with any initiative like this can be found in the execution of details and that's where Rewardian has been able to help us the most. We are excited to continue our strong partnership and see where our program grows from here!

Jennifer Ruddy
Director, Total Rewards

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SOLUTION

1. Successfully managed a large-scale launch, effectively coordinating diverse perspectives and achieving significant internal communications success

2. Developed an engaging and interactive scratch game designed to quickly re-engage participants following a brief blackout period as program transitioned

3. Implemented an automated budgeting system for managers, structured based on manager job title as well as the number of direct reports they oversee

96%
of employees received points via a manager's budget in the first 90 days

76%
played the Scratch Off Board when program relaunched