

CASE STUDY



G&W

Genesee & Wyoming Inc. (G&W) is the largest short line railroad holding company in North America, operating more than 100 owned or leased freight railroads across the U.S. and Canada. With approximately **4,400 employees** supporting a diverse workforce spanning **corporate offices, field operations, and rail services**. G&W sought a scalable recognition solution that would consistently celebrate employee contributions while strengthening engagement and retention.

Rather than attempting to launch a comprehensive recognition strategy all at once, G&W partnered with Rewardian using a **crawl, walk, run approach**—establishing a strong foundation first, with the flexibility to expand over time.

CRAWL BUILD THE FOUNDATION

- Standardized service anniversary recognition across U.S. and Canada employees.
- Added birthday recognition and administrator-issued spot awards.
- Automated recognition through UKG integration and configurable rules.
- Supported corporate and field employees with a bilingual French Canadian experience.
- Built a scalable platform that continues to grow with G&W's recognition strategy.

WALK/RUN EXPAND EMPLOYEE ENGAGEMENT

With the initial program proving successful, G&W has continued to expand its recognition strategy by leveraging the same platform for additional initiatives, including:

- LinkedIn Learning recognition
- Eagle Eye safety achievements
- Yellow Vest promotions
- Railroad-specific recognition
- Gamified campaigns, including Bingo and Trivia

This phased approach has enabled G&W to continuously strengthen its culture of recognition while driving long-term adoption and value.

RESULTS MEASURE THE IMPACT

95.8%

INCREASE IN POINTS
REDEEMED

7.7%

INCREASE IN POINTS
ISSUED



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Rewardian has been a great partner in helping us grow and evolve our recognition program over time. The crawl, walk, run approach gave us the flexibility to start with service awards and expand into gamification, safety initiatives, and unique programs like our Yellow Vest promotions. We've really appreciated their strategic assistance, willingness to brainstorm with us, bring new ideas, and help us find better ways to engage our employees.

Morgan Daniel
Manager, Human Resources

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