

B2B Employee Engagement Case Study

Campaign: *The Exceptional Workplace Experience*

Client: Kimberly-Clark Professional



Objective:

Kimberly Clark Professional manages all B2B solutions at KC offering turnkey products and services for labs and cleanrooms. The client wanted to launch an internal employee engagement platform to interact and engage with all of its employees.

Solution:

Rewardian developed an integrated engagement platform hosted at an internal online portal. In addition to gamification features to the site, modules allow the brand to constantly refresh the site with engaging interactive promotions and challenges to employees. The site launched with an interactive user generated contest that encouraged employees to nominate a workplace to win a grand prize. Winners will receive a free implementation of The Healthy Workplace Project, complete with free products, and educational materials for 6 months, everything needed to make a profound impact.

Result:

An engaging platform that serves as a direct communication channel between the brand and their employees. The roll out has helped Kimberly Clark to increase overall employee satisfaction and reduce company turnover.

