The Ultimate Guide to Creating a Successful Employee Recognition Program for Hospitality

Hotel Reviews • Approved ⌄

I was treated respectfully and was made to feel at home.

Employee: Charlie Grey
Employee ID: 089142
Title: Guest Services Manager
Department: Operations

Comment:
As a returning guest, I continue to be pleased with the quality of the overall service and attention to my individual needs. Charlie Grey attended to my requests before I even had to ask. I will be back!

Score: 67
Source: Expedia
Language: English
Status: Approved

The hospitality industry plays a vital role in today's interconnected world. It not only generates local employment opportunities but also stimulates new business ventures and tourism. Additionally, it contributes approximately 10% to the global GDP. However, it is essential to acknowledge that this industry can be demanding and high-stress due to irregular schedules, long working hours, and a lack of recognition.

Consider the following statistics

- Employee turnover rates for hotel and other hospitality organizations are nearly twice as high compared to other private sector jobs.

- Only 55% of Millennial hospitality workers indicate satisfaction and express the intention to stay within the industry over the next five years.

- There exists a strong correlation between hotel employee engagement and the likelihood of guests recommending a hotel to others.

- 42% of hospitality workers identify a lack of recognition and advancement opportunities as the primary obstacle to career growth.

The Solution: Employee Recognition

Thankfully, an effective method has been proven to improve turnover rates, elevate engagement levels, enhance morale, and foster a sense of purpose - employee recognition. This form of acknowledgment and appreciation acknowledges an individual's contributions within a group and is crucial for promoting a positive company culture within the hospitality industry. Moreover, employee recognition has the ability to positively impact various aspects of a business.

To achieve key goals such as boosting employee morale, increasing productivity, and reducing turnover, implementing an effective employee recognition program is crucial for any hospitality business. This comprehensive guide provides helpful tips and strategies to ensure the success of your program.
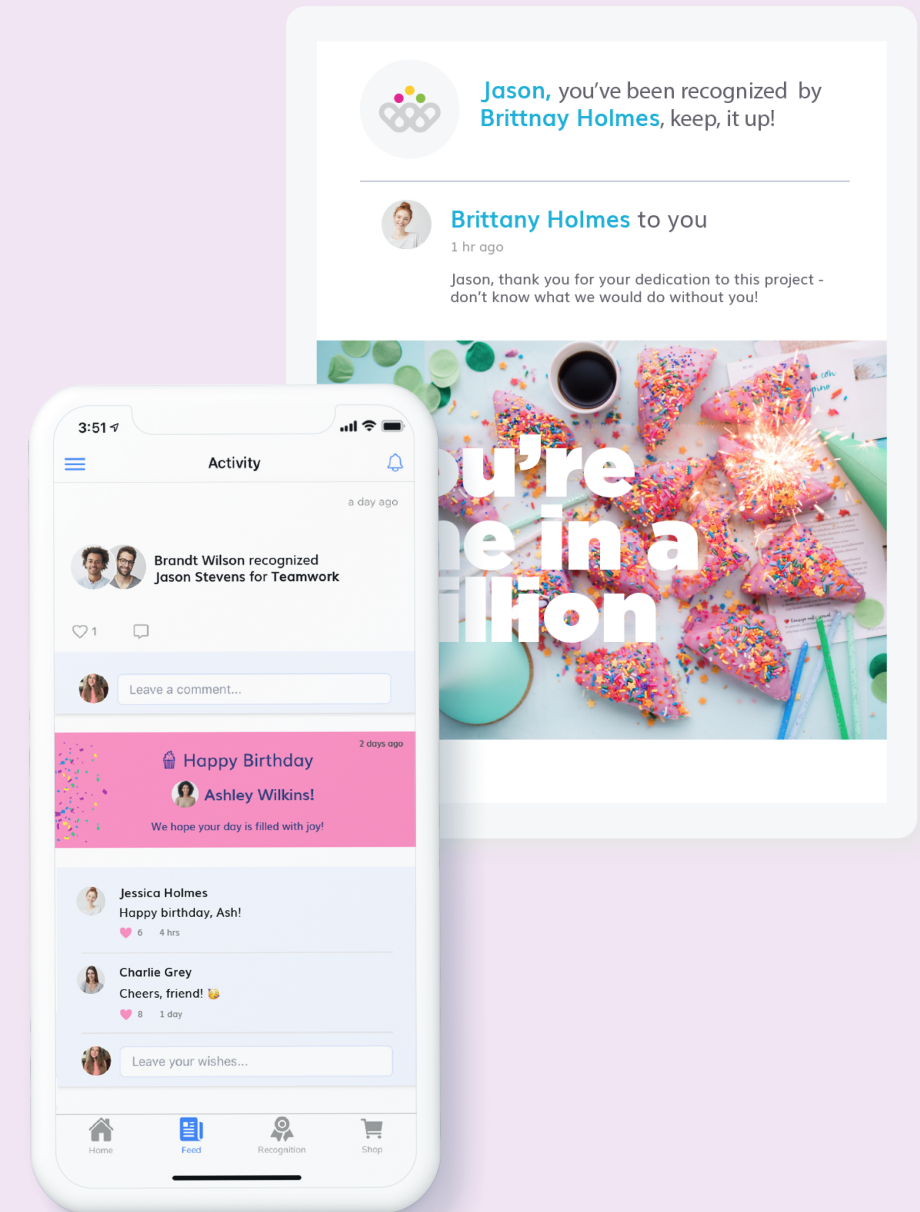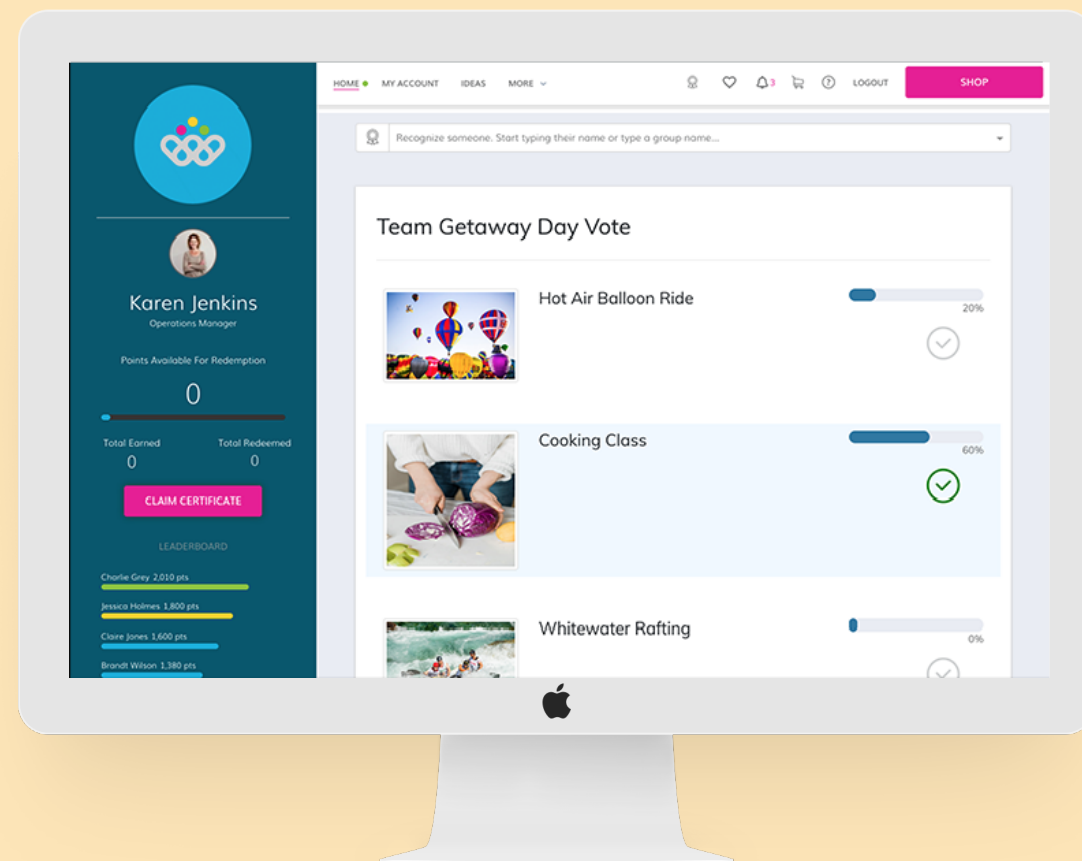
1 Embrace Digital Transformation for Your Business and Workforce

Firstly, incorporate digital enablement to rebuild and retain your workforce, as hotels heavily rely on their staff to deliver exceptional customer service. Utilize technology to address operational challenges faced by hotels, such as staff scheduling, real-time communication, shift swaps, peak demand management, compliance, payroll accuracy, employee self-service, and data-driven decision-making

2 Get Executive Buy-In

To kick-start your program, obtaining buy-in from your company's executives is essential. Showcase the return on investment (ROI) of employee recognition programs and highlight the benefits they bring, including a stronger employee value proposition (EVP). With executive support, you can create a positive culture within the hospitality industry that motivates employees and highlights management's appreciation for their contributions.

(3) Appoint a Program Manager

Every successful program needs a dedicated Recognition Program Manager. This individual should be enthusiastic about acknowledging employees and passionate about the positive impact recognition can have within hospitality. Their role is to plan, implement, and oversee the recognition program while inspiring employees to strive for recognition and fostering a positive work culture.

(4) Choose the Right Program Type

Selecting the right recognition program might seem overwhelming, but it doesn't have to be. Start by defining the results you want to achieve and then choose a program that aligns with your specific objectives. Consider whether financial incentives or non-monetary rewards would be more effective, and take into account the dynamics of your workplace and staff members.
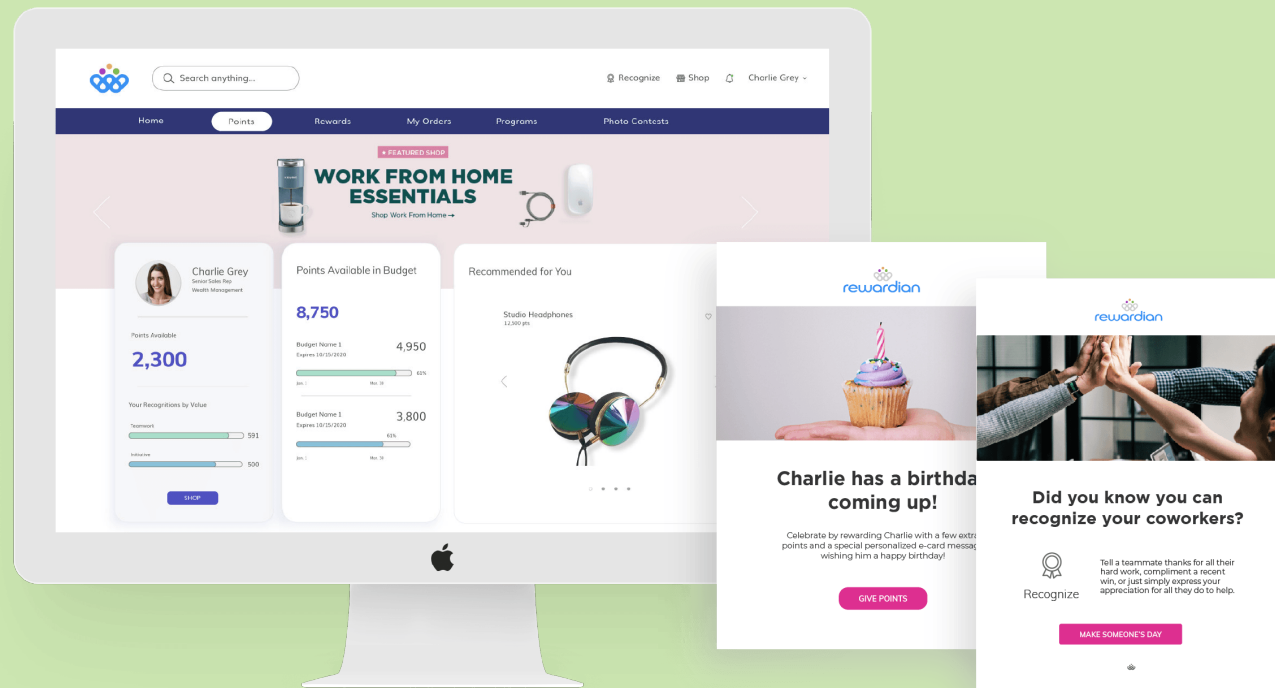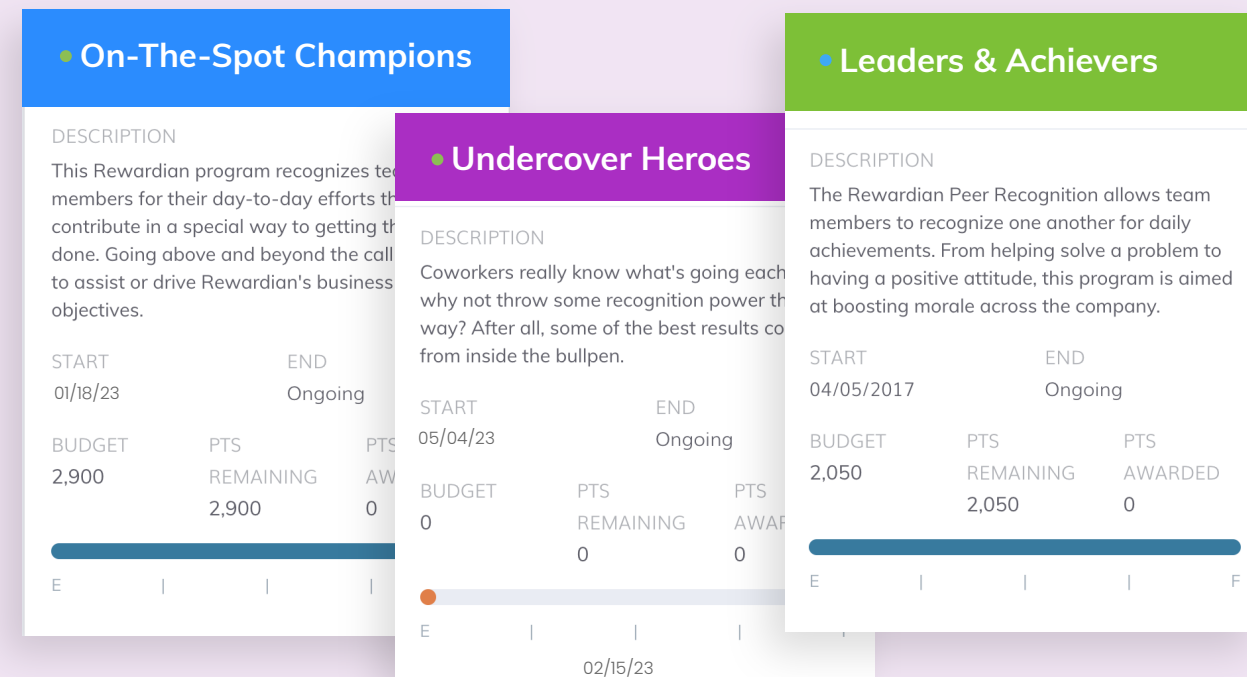
5 — Define a Budget

A successful program requires a well-defined budget. Allocate approximately 1% of your total payroll budget, as research shows an 85% increase in employee engagement with this level of investment. Identify your goals and allocate funds to specific recognition efforts to ensure the sustainability and effectiveness of your program.

6 — Implement the Right Recognition Software

The selection of suitable recognition software is critical to streamline your program and enhance engagement and productivity. Look for a flexible platform that can adapt to your company's evolving needs while seamlessly integrating with existing internal processes and technologies.

On-The-Spot Champions

DESCRIPTION

This Rewardian program recognizes team members for their day-to-day efforts that contribute in a special way to getting the done. Going above and beyond the call to assist or drive Rewardian's business objectives.

START
01/18/23

END
Ongoing

BUDGET
2,900

PTS REMAINING
2,900

PTS AW
0

Undercover Heroes

DESCRIPTION

Coworkers really know what's going each why not throw some recognition power th way? After all, some of the best results co from inside the bullpen.

START
05/04/23

END
Ongoing

BUDGET
0

PTS REMAINING
0

PTS AWA
0

02/15/23

Leaders & Achievers

DESCRIPTION

The Rewardian Peer Recognition allows team members to recognize one another for daily achievements. From helping solve a problem to having a positive attitude, this program is aimed at boosting morale across the company.

START
04/05/2017

END
Ongoing

BUDGET
2,050

PTS REMAINING
2,050

PTS AWARDED
0

7 Establish Clear Program Goals

To maximize the impact of your recognition program, it is crucial to set clear roles and goals. Ensure that these goals are specific, measurable, achievable, relevant, and time-based. By doing so, you can avoid confusion, inspire employees to reach new heights and achieve success.

8 Align Recognition with Your Core Values

One effective way to boost morale and satisfaction in the workplace is by aligning employee recognition with your hospitality company's core values and business goals. When employees understand how their actions contribute to the bigger mission, they become more invested and motivated. This alignment also reinforces the importance of core values, fostering a culture that prioritizes excellence, teamwork, and dedication. So, it is not just about recognizing accomplishments; it is about connecting them to the bigger picture and witnessing your company culture and hospitality business thrive.

9 Define Recognition Policies and Procedures

Motivate employees and enhance job satisfaction by establishing clear recognition policies and procedures. Define what qualifies as an achievement worth recognizing, determine who should be recognized, and specify when and how recognition should take place. Remember, monetary rewards are not the only form of recognition; a simple thank-you note or public acknowledgment can make a big difference. Crafting recognition procedures thoughtfully promotes an employee-friendly culture and aids in retaining top talent within hospitality.

10 Offer a Wide Range of Attractive Gifts

To ensure that everyone on your list receives an appealing gift, conduct thorough research on vendors and recognition software. Whether you are seeking luxury items or personalized and unique gifts, numerous options are available. However, it is crucial to work with reputable vendors who can deliver on their promises. This guarantees that your gifts will be well-received and appreciated by all. So, before you commence your shopping, invest time in conducting your homework to offer the best possible gift options.
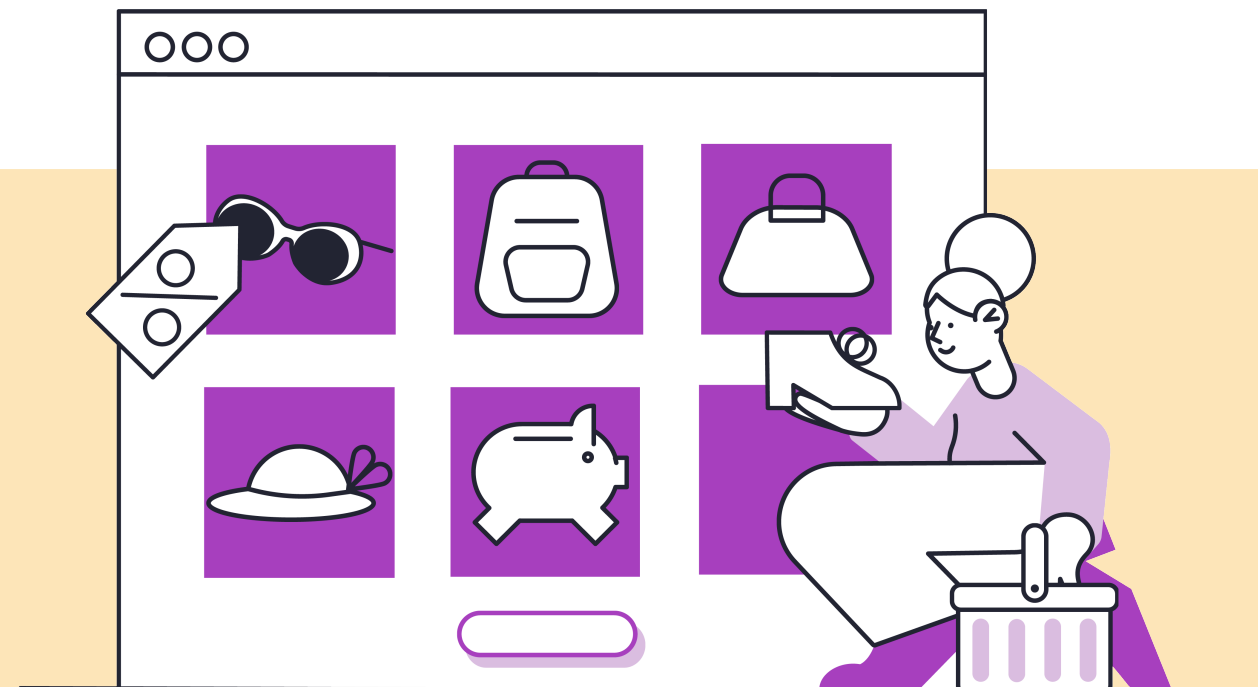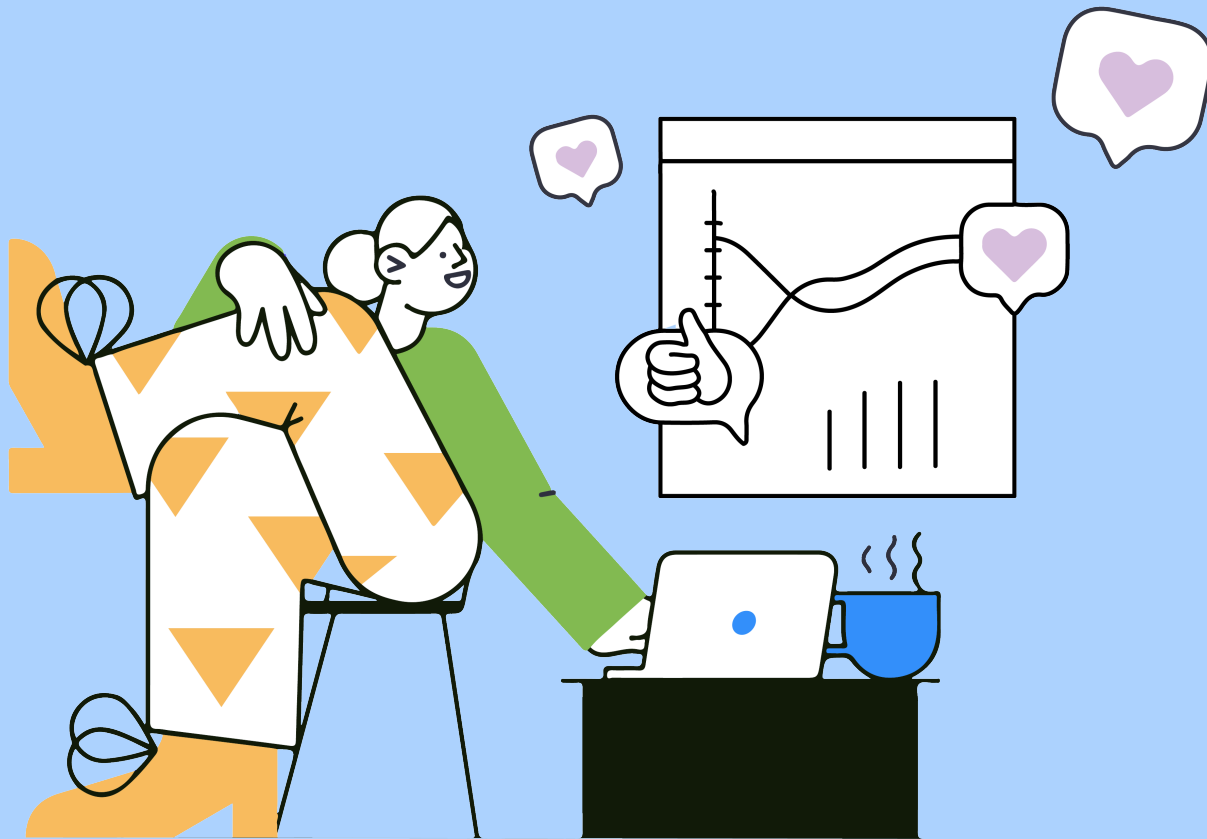
11 Create a Fun and Easy Recognition Experience

Recognition programs play a vital role in boosting employee motivation, productivity, and retention. To maximize adoption rates, opt for software vendors that offer gamification, social recognition, and team collaboration tools. By incorporating gamification elements like leaderboards and badges, employees are inspired to excel. Social recognition fosters a transparent feedback system, enhancing a sense of connectedness. Additionally, team collaboration features encourage support and celebration of successes together. The selection of software with these features contributes to enhanced employee engagement and the creation of a positive work environment.

12 Promote Fairness in Recognition Programs

In today's globalized world, it is crucial to ensure equal opportunities in recognition programs. No employee should feel overlooked or undervalued based on their location or financial situation. Recognition programs should celebrate excellence and motivate all employees to reach their full potential. By taking steps to ensure fairness, companies can foster a supportive and cohesive workplace culture.

13 Improve Internal Communication for Better Results

Effective internal communication within hospitality is a cornerstone of a well-functioning program or organization. By collaborating with your communications team, you can ensure clear message delivery and a comprehensive understanding of your program's goals. Leverage their expertise to utilize the right communication channels and create compelling messaging that resonates with your team. This approach leads to higher participation, better outcomes, and a stronger sense of community. Embrace the power of your communications team and start communicating more effectively today!

14 Measure and Improve The Impact Of Your Program

Evaluating the success of your programs requires measuring their impact. Without this analysis, you'll be unsure whether your efforts were effective. By examining data collected during and after your program, you can identify trends and patterns to inform future strategies. This analysis also assists in identifying areas that may require additional resources or support. By understanding the root causes of unmet goals, you can develop a more targeted approach moving forward. Properly measuring the impact of your programs empowers you to make data-driven decisions that increase the likelihood of achieving your desired outcomes.
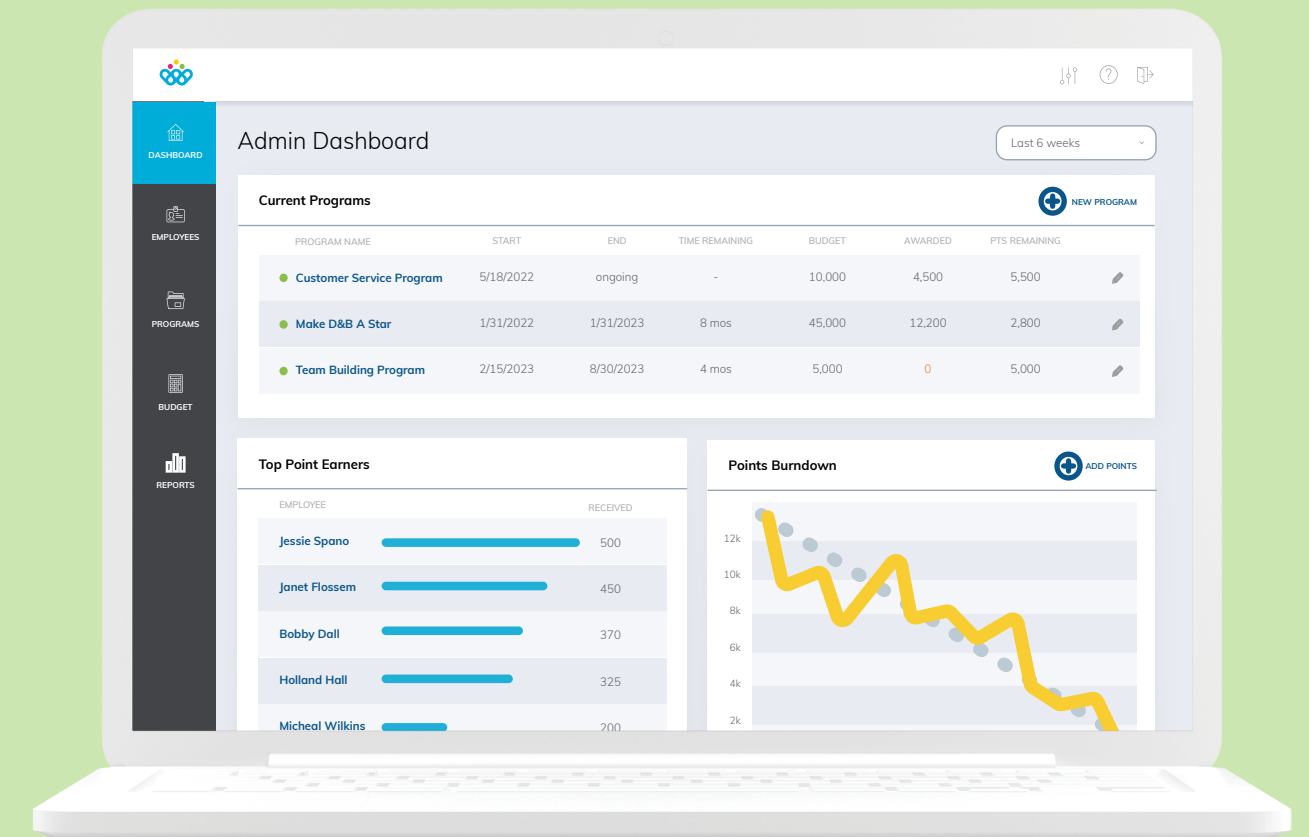
About Rewardian

motivate employees. celebrate people.

Rewardian provides cloud-based employee recognition solutions designed to standardize recognition programs, decrease program management time, and increase employee engagement and retention.

Whether your company is undergoing organizational change, experiencing employee turnover or morale issues, or struggling sales, our team works with yours to customize solutions to fit your specific needs.

Learn More   **Get A Demo**

rewardian