



**Hallmark Gift Cards Deliver Recognition
Solution With More Choice**



BACKGROUND

When your employee recognition program causes more complaints than kudos, you have a serious problem on your hands. CSX, a transportation and logistics company, discovered that its merchandise-based recognition program was more of a disappointment to employees due to tax complications, lack of desirable rewards and overpriced items.

The findings were revealed via an employee engagement survey and were shocking for a well-respected company like CSX that has earned numerous awards for its dedication to employees from organizations such as *Fortune* magazine, the DEI®, DiversityInc and AMVETS.

After reviewing the engagement survey results and the reported issues with their current recognition program, their HR leadership decided a change was warranted. They wanted a program that gave recipients better choices and managers more reporting functionality. The recognition program solution of Hallmark Business Connections stood out, especially in its ability to align with CSX's core values and to seamlessly integrate with the company's data and systems. In addition, the Hallmark name inspired confidence as the only brand that could design a program with the right emotional impact.



SOLUTION

We worked in partnership with our client to provide a recognition program that utilized CSX-branded award certificates, Hallmark greeting cards and eCards. The solution allowed for monetary awards to be based on gift cards, thus letting recipients choose what they want from hundreds of merchants and retailers. In addition, the new program provided:



- Simple online recognition award ordering and redemption
- Company-wide access for manager-to-employee and peer-to-peer use
- Easy personalization of certificates, greeting cards and eCards



- Convenient, comprehensive online dashboards for analytics and measurement
- Payroll period synced imputed income reports
- Clear and consistent messaging and identity for the recognition programs
- Helpful and easy-to-use training materials

RESULTS

Within a very short time...

- Participation and use of the program doubled.
- The number of awards sent and employees receiving awards nearly tripled.
- Employee engagement scores improved 6 percentage points.

Upon review, the program even showed a cost savings of 10% when compared to the previous recognition program. It's important to note that when giving a gift card, the full monetary value of the award goes to the employee and the overpriced markup, sales tax and shipping costs associated with merchandise awards were avoided.

CSX employees are equally happy with the switch. A follow-up survey revealed that when asked to rate gift cards vs. merchandise, 96% of employees preferred their choice of gift cards. With such a wide selection, employees were delighted to always find something that fit their lifestyle and taste.

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