

Case Study

"Since launch of the Novartis Animal Health rewards ME program, we have seen a seismic shift in culture. Recent feedback from our employees and managers has crystallized that the Power2Motivate solution has been central to this change."

Stephanie Grima, HR Associate, NAH



Recognition that Resonates - The Story of NAH Rewards ME

Overview

With three separate Reward & Recognition Programs across 40 countries, Novartis Animal Health (NAH) were faced with a challenge – how to bring three differing programs together and make the recognition of the consolidated program worthwhile for staff.

They identified that reward is an individual need – not a "one size fits all" gift and rewarding without recognising the contribution made by the employee is useless. NAH had identified a gap in their current R&R Programs and the need for an overhaul.

They attended the 2007 Incentive Show where they found their business partner, Power2Motivate, who provided them with a single consistent solution that improved their employee engagement.



Background

Novartis Animal Health is a leader in developing new and better ways to prevent and treat diseases in pets, farm animals and farmed fish.

NAH is passionate about saving, prolonging and improving animal lives and aspire to achieve global market leadership.

With 2600 employees across 40 countries, a consolidated employee engagement program is vital.

Challenge

Before NAH used Power2Motivate, they were managing three separate Reward and Recognition Programs (a global one, a local one and an ad-hoc manager driven one). This meant all their efforts were inconsistent and lacked cohesion.

NAH were after a single solution that could provide all of the following:

- Low start up costs and the ability to manage an annual R&R budget
- Diverse range of "rewards" to meet individual needs
- Ability to engage recognition at every level of the organisation
- Ability to promote achievements to the wider organisation
- Recognition to operate in real time

NAH met Power2Motivate (P2M) in 2007 and began their journey with P2M's easy to manage, cost effective online solution.

Solution

Power2Motivate's dedicated Motivation Coach worked with NAH to implement a 3-tier awards system whereby participants are rewarded with points they can redeem on P2M's large gallery.

Real Time Rewards

- Nominated by anyone and approved by recipients manager
- Budget set annually and managed by line managers – awards up to \$50 in value
- Monthly report on allocation and usage

Quarterly Awards

- Four categories in line with NAH values – People, Innovation, Customer Focus and Impact
- Budget set annually and managed by HR
- Awards up to \$250 in value

Annual Awards

- Recognising teams and individuals
- Budget set annually and managed by HR
- Awards up to \$3000 in value for individuals and up to \$5000 in value for teams

This solution allowed NAH to:

- Encourage all employees, not just management, to recognise the contribution of their peers, creating a more collaborative culture
- Track and report on all lines of the business with ease
- Develop marketing strategies to maintain program momentum

Results

"If recognition enforces success then we want to track it"

Marie Birtle, Human Resources Manager

It was clear that NAH were committed to making this program a success story and P2M were pleased to have provided NAH with a solution that did just that.

One cohesive solution to excite every employee

- 87.9% of employees have used the system since launch
- 81.3 % have nominated their peers
- 95.4 % have received an award
- Awards redeemed have ranged from iPods and coffee machines to Samsung DVDs and even tents – appealing to all individual needs and tastes

The stats don't lie!

- 3,776,294 points issued since launch
- The 2009 Global Employee Survey Results showed a 17% improvement in levels of employee satisfaction, that they are being adequately recognised in their work by managers and peers

Performance success

NAH assessed two like batches of teams (one team who is part of NAH Rewards Me and the other not part of any formal R&R program) and found:

- 69% of teams subject to NAH Rewards Me performed stronger or more superior than comparable teams not part of the program across a series of performance indicators!

"Our members and managers have embraced the Nomination Wizard with gusto, and as a consequence, we as a business can now visibly track all of the positive impacts our people have on our business. This could not be done before with our paper based approach to reward and recognition."

Stephanie Grima, HR Associate, NAH



About Power2Motivate

Power2Motivate is a global reward and recognition, sales incentive and eLearning solution. We provide an easy, cost effective solution that can be tailored to your organisation's objectives and vision, so you can get the most out of the people in your business. We can help you motivate staff with amazing rewards, recognise your top performers, boost sales and inspire loyalty, all with one comprehensive solution.

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