

# HBO DELIGHTS EMPLOYEES

HR/Engagement client since September 2003



## CLIENT NEED

- Low-cost rewards solution for annual and seasonal employee recognition, appropriate for employees at all job levels

## SOLUTION

- High value, low cost GiftPass rewards that allow for quick and easy employee recognition
- GiftPass rewards are redeemable for a choice of over 200 merchant gift cards and never expire so employees can earn and combine or bank their awards
- A multi-media GiftPass was created that included HBO employees in a video to reward group-level performance at the holiday season

## RESULTS

- Increased engagement with new multimedia reward **aligned with their brand**
- Successful solutions for US-based employee recognition solution impetus for **expansion to a global** employee recognition solution
- Program entering it's **12<sup>th</sup> year** of successful operation