

Employee Recognition Program

Sabre Holdings

Company Background

As a world leader in the travel marketplace, Sabre Holdings (NYSE: TSG) merchandises and retails travel products. The company also provides distribution and technology solutions for the travel industry. Sabre Holdings supports travelers, travel agents, corporations and travel suppliers around the world through its three companies.

Challenge

Sabre Holdings wanted to increase management participation in its employee recognition program. Before working with GiftCertificates.com™, Sabre's hundreds of managers used many different service providers throughout the world to execute employee rewards programs. Most of the providers offered no program tracking systems and could not provide clear and accurate reporting. They could not show expenditure totals for monthly rewards or numbers and identities of reward recipients. As a result, Sabre Holdings management had no global program view. Many of the managers were overspending on rewards programs, while others did not fully use them.

Sabre Holdings wanted a provider capable of resolving all of these problems with a streamlined employee recognition program that would encompass all of its business units.

Solution

GiftCertificates.com and Sabre Holdings began working together to consolidate Sabre Holdings' employee recognition programs, which rewarded employees for teamwork and exceptional achievements. GiftCertificates.com set up an Online Ordering Site. The site accommodated multiple corporate purchasers on a single master account, with access to online account services, including real-time order information. Digital e-SuperCertificate® REWARDS, e-cards, and a customized redemption Web page were incorporated into the Sabre Holdings program.

The restructured program enabled Sabre Holdings managers to successfully administer and track recognition programs and offer a wide variety of original merchant certificate rewards to employees. As a result, managers were able to reward more employees, which helped increase overall morale.

Results

Nearly four years after partnering with GiftCertificates.com, Sabre Holdings continues to report a measurable increase in employee morale. Quarterly measurements using the online program showed an increase in the number of rewards each year, which met Sabre Holdings' key objective.

From the Source

"GiftCertificates.com did a wonderful job helping us reach our employee recognition goals through a universal program that allowed us to track the reward progress and results online, customize the program for different business units, and capture billing information. With the help of GiftCertificates.com's sales team, it was easy to design and implement a global solution for our employee recognition program."

Sharon Fletcher
Human Resources Project Manager
Sabre Holdings

Program Results

- Increased the number of managers using the GiftCertificates.com program in the first year by 75%.
- More than doubled the number of employees receiving awards.
- Acknowledged about 29% of the company's employees with gift certificate rewards.

