

PAPER Orange

FROM THE
O.C. TANNER INSTITUTE

COMMITTED TO RESEARCHING
AND SHARING INSIGHTS THAT
HELP ORGANIZATIONS
ACCOMPLISH AND APPRECIATE
GREAT WORK.

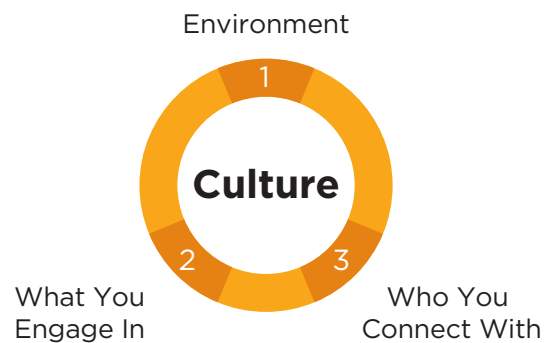
SUCCESSFUL COMPANIES USE TECHNOLOGY TO BUILD COMPANY CULTURE

When technology is used to improve, not replace, interactions and connections between people, companies see big returns.

Technology plays a unique role in building company culture.

Culture is intangible—it's a feeling. Workplace culture is about how it feels to be somewhere, which is largely based on relationships and connections.

Often companies use technology to automate processes but when things become too automated face-to-face interactions between people can suffer. Technology is not meant to replace connections, experiences, or relationships. Rather, it is meant to facilitate interactions that make them possible.



Technology should create, not replace, interactions.

Employee Recognition Technology:

- 1 Makes employee recognition social, mobile, and irresistible
- 2 Influences greatness. Helps teams bond around things that matter
- 3 Ensures the right messages get through to employees in a timely way
- 4 Highlights the importance and impact of someone's work—great work is recognized immediately
- 5 Causes employees to have the right kind of conversations
- 6 Makes people feel valued and acknowledged
- 7 Prompts people to connect—removes barriers, makes things easier, creates flow

When technology enhances culture, companies see improved business outcomes.

Most improved outcomes since recognition technology implementation:



Increased employee engagement



Increased customer satisfaction



Increased productivity



Increased employee retention



Increased revenue

*Rewards & Recognition technology: *What Buyers Want*, Brandon Hall Group 2017.

For more information on how technology brings people together to create great cultures, visit www.octanner.com