Panel Discussion
Stephanie Hoffman – US Bank
Agenda

- Company Overview
- Our Journey
- The Best in US Program
- Results
- Building a Culture
U.S. Bancorp is the parent company of U.S. Bank, the 5th largest commercial bank in the United States. Celebrating its 150th anniversary this year, the company provides a comprehensive line of banking, brokerage, insurance, investment, mortgage, trust and payment services products to consumers, businesses and institutions.

- Asset Size $353 billion
- Deposits $252 billion
- Loans $228 billion
- Customers 17.6 million
- Market Cap* $69 billion
- Bank Branches 3,087
- ATMs 5,032
- Founded 1863
- NYSE Traded USB

Information current as of 2Q 2013
* Market Capitalization as of 7/19/13
Our Journey
Why Make a Change?

U.S. Bank Service Values

- Make it Personal
- Make Courtesy Common
- Take Ownership
- Add Value to Every Interaction
- Share Your Knowledge
- Hire the Right People

U.S. Bank Service Values

- Lack of Consistency
- Low Adoption/Usage
- No Automation

Recognition Programs

- servUSgram
- Circle of Service Excellence
- All of US Service Team
- Above & Beyond
- LOB Program 1
- LOB Program 2
- LOB Program 3

Annual Exceptional Service Bonus

LOB Program 1

LOB Program 2

LOB Program 3

the best in US
New Program Objectives

- One integrated program
- Align with Service Values
- Equity and consistency across U.S. Bank
- Central oversight with leadership reporting
- Build a recognition culture
- Fun
the best in us (Online)

**NON-MONETARY**

**APPRECIATE EFFORT**
Quick, on the spot ways to express appreciation every day

**THANK A BANKER**
Customers recognize U.S. Bank employee’s for great service with eThanks

**MONETARY**

**RECOGNIZE GREAT WORK**
Four different levels for rewarding work that really stands out

**CELEBRATE EXCELLENCE**
Circle of Service Excellence and Teamwork at its Best – when someone’s best work makes a big impact
the best in us

(Offline Components)

APPRECIATION KITS

APPRECIATION STATIONS

CONFERENCES, MEETINGS & EVENTS
Results
Milestones

ONE-YEAR ANNIVERSARY

1 MILLION eTHANKS

As we celebrate our first year of The Best in Us, we’re taking a step back to marvel at how much each of you has contributed to making the program a success! Thank you for recognizing the best in those around you!

Knocking it Out of the Park

TOTAL RECOGNITION MOMENTS: 659,995

rocking the Numbers

9,457 PEOPLE HAVE RECEIVED MORE THAN ONE AWARD This Year

Thanks in 2012-2013:

619,151
Recognition Moments

![Graph showing Recognition Moments from January to December 2011. The graph indicates a relatively stable baseline throughout the year.](image)
# Recognition Moments

<table>
<thead>
<tr>
<th>Goal</th>
<th>Year 1 GOAL</th>
<th>% Sent</th>
</tr>
</thead>
<tbody>
<tr>
<td>eThanks Received</td>
<td>50%</td>
<td>80%</td>
</tr>
<tr>
<td>Shield Awards Received</td>
<td>30%</td>
<td>34%</td>
</tr>
</tbody>
</table>

![Graph showing Recognition Moments](image-url)

- **Year 1**: Graph showing the comparison between 2012 and 2011 for Recognition Moments.
- **Baseline**: Graph showing the baseline comparison.

![The Best in Us Logo](image-url)
Recognition Moments

<table>
<thead>
<tr>
<th></th>
<th>YEAR 1</th>
<th>YEAR 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOAL</td>
<td>% SENT</td>
<td>GOAL</td>
</tr>
<tr>
<td>eThanks Received</td>
<td>50% 80%</td>
<td>75% 82%</td>
</tr>
<tr>
<td>Shield Awards</td>
<td>30% 34%</td>
<td>40% 18%</td>
</tr>
</tbody>
</table>

The graph shows the number of eThanks received and shield awards received over the years 2011, 2012, and 2013.
# Lessons Learned

## Challenges
- Twelve Lines of Business
- Philosophical Differences
- Change Management

## Success Factors
- Transparency
- Collaboration
- Governance
Building Our Culture
Communication
Continuous Education

THANK YOU NOTES

PROMO ITEMS

APPRECIATION KITS

BUTTON EXCHANGE

BEST PRACTICES
At U.S. Bank, every day we reach for the remarkable. Strive to realize our full potential. And recognize what a difference it makes when we do. It’s in the way we connect with our customers. Establish relationships across departments – even continents. Show respect, inspire confidence and turn our words into actions and those actions into results. At U.S. Bank, we appreciate each remarkable effort. We applaud great ideas, congratulate accomplishments and celebrate teamwork. Not just every once in a while, but every chance we get. Because we know that recognizing the best in those around us keeps bringing out The Best in US.
Panel Discussion
Mike Virgintino – Bayer Inc.
Bayer’s New U.S. Employee Recognition Program – Better Because of You

O.C. Tanner Conference – Sept. 12, 2013

Michael Virgintino, Compensation N.A.
Agenda

- Information on Bayer
- Program Objectives
- Program Overview
- Program Details
  - Award Certificate examples
- Additional Information
  - Administration / Communications / Training
  - Lessons Learned / Things to be aware of
“Information on Bayer”
Corporate Structure

- **HealthCare**
  - Animal Health
  - Consumer Care
  - Medical Care
  - Pharmaceuticals

- **CropScience**
  - Crop Protection and Seeds
  - Environmental Sciences

- **Material Science**
  - Polyurethanes
  - Polycarbonates
  - Coatings, Adhesives and Specialties
Share of Global Sales by Region

North America 37%
Latin America 22%
Europe 17%
Asia/Pacific 10%

North America Sales
- HealthCare € 5.0 B
- CropScience € 2.2 B
- MaterialScience € 2.4 B
Employees by Region

North America Employees
- US HealthCare 6,400
- US CropScience 2,500
- US MaterialScience 2,400
- US Corp. & Service 1,600
- Canada 1,300
- Other 1,100
“Program Objectives”
Background – Technical Objective

- HR Internal Audit finding - request to harmonize all current Business Unit programs (approx. 10)
- Harmonization Team developed, including Representation from each business
- RFP process followed – decision to partner with O.C. Tanner as Recognition, Anniversary & Retirement vendor (reviewed 9 different vendors)
- Implementing a recognition best practice approach utilizing a points based program.
Background – Real Objective

- As the technical components fell into place, the “Real Objective” of the new recognition program became clear!

- The Team realized we needed the following:
  - A program to drive Innovation
  - A program to drive employee Engagement
  - A program to change the culture to a positive Feedback Environment
## Harmonization Team Objectives

<table>
<thead>
<tr>
<th>Objective</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective</td>
<td>Improve our recognition system to support employee engagement</td>
</tr>
<tr>
<td></td>
<td>Build manager/employee trust</td>
</tr>
<tr>
<td></td>
<td>Drive innovation, performance and feedback culture</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Culture</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Culture</td>
<td>Create a common recognition vocabulary</td>
</tr>
<tr>
<td></td>
<td>Promote understanding and adoption of LIFE values</td>
</tr>
<tr>
<td></td>
<td>Foster story sharing and communication of great successes across entity</td>
</tr>
<tr>
<td></td>
<td>Engrain appreciation into culture</td>
</tr>
<tr>
<td></td>
<td>Support focus on feedback</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Brand</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand</td>
<td>Create a simpler recognition brand that works across all subgroups</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>System/</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration</td>
<td>Simplification of process</td>
</tr>
<tr>
<td></td>
<td>Award variety—to include cash or cash-like vehicle at highest levels</td>
</tr>
<tr>
<td></td>
<td>Offer an award mix that considers a multi-generational workforce</td>
</tr>
<tr>
<td></td>
<td>Improve timeliness of recognition</td>
</tr>
<tr>
<td></td>
<td>Facilitate recognition across subgroups</td>
</tr>
<tr>
<td></td>
<td>Better tracking of budgets</td>
</tr>
<tr>
<td></td>
<td>Consistent practices to promote a sense of fairness</td>
</tr>
<tr>
<td></td>
<td>Improve billing process that is currently very cumbersome</td>
</tr>
<tr>
<td></td>
<td>Reporting to quickly show utilization and reach</td>
</tr>
<tr>
<td></td>
<td>Promote compliance</td>
</tr>
<tr>
<td></td>
<td>Make the process intuitive and provide clear and consistent communication</td>
</tr>
</tbody>
</table>

---

Page 31
“Program Overview”
Better Because of You Overview

• Four recognition components are incorporated:

  • Applause - Celebrate employees who go above and beyond
  
  • Pinnacle - Recognize people for the utmost examples of living Bayer’s LIFE values
  
  • LIFE Milestones - Service anniversary recognition
  
  • Ambassador - Recognize employee service to the company upon retirement
Better Because of You Hub

Available programs accessed here

Additional information also accessed here
Each program has a unique identity
What’s Changing?

• A culture change – more positive feedback
• Recognition as an interaction, not a transaction
• Cash no longer a focus
• Aligned to Bayer’s “LIFE” values
• Consistent across all Businesses
• Centralized budgets by Business Unit
What are the positives?

• Total package - the integrated system now holds all awards: Retirement, Service & Recognition Awards

• More focus on appropriate recognition

• Provides consistency to recognition awards

• Variety in award options

• Nominate and receive awards from other legal entities
“Program Details”
## Program Structure

### Approval Requirements

<table>
<thead>
<tr>
<th>Honor the Best</th>
<th>Pinnacle Awards</th>
<th>4 Award Levels:</th>
<th>Eligible to initiate:</th>
<th>All employees—nominee manager approval required, plus two additional approvals, including a VP</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Platinum (25,000 pts)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gold (20,000 pts)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Silver (12,500 pts)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bronze (5,000 pts)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reward Results</th>
<th>Applause Awards</th>
<th>4 Award Levels:</th>
<th>Eligible to initiate:</th>
<th>All employees—nominee manager approval required, plus one additional approval for Gold &amp; Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Platinum (2,500 pts)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gold (1,250 pts)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Silver (625 pts)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bronze (250 pts)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Notice Effort</th>
<th>Applause Spot</th>
<th>125 points</th>
<th>Eligible to initiate:</th>
<th>All people managers or job grade 1.3 or higher—no approvals required</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Notice Effort</th>
<th>Applause Thanks</th>
<th>No points</th>
<th>Eligible to initiate:</th>
<th>All employees</th>
</tr>
</thead>
</table>

---

Page 39
Program Structure
Performance Recognition

• All Active US based employees are eligible (except Unions and SVP+)

• Nomination Wizard utilized to facilitate award level determination
  • 5 to 7 key questions linked to business needs and corp. culture
  • Alignment with the Bayer LIFE values (and supporting behaviors)
  • Brings consistency, fairness and appropriate use of recognition

• Budget pools are set at the Business Unit level
  • Budgets are no longer set at the individual cost center level – this created inconsistent use and award level determination
  • Created 12 budget pools for each key Business Unit – examples Pharma; Consumer; Animal Health; CropScience; etc.
Program Structure
Performance Recognition

- Able to accumulate points/earning power from multiple programs
- Applause and Pinnacle share 1 robust award catalog
  - Choose from over 10,000 award items to redeem your points
  - Selections merchandise, gift cards, or cash option (at Pinnacle level)
- Points expire after 3 years
Award Catalog
Pinnacle & Applause

User can control how items are displayed.

Catalog contains thousands of items sorted by category.
Detailed descriptions available for all awards.
“Award Certificates”
Integrity

Presented to

Jane Recipient

To recognize your exceptional contribution and dedication to Bayer's LIFE values, you have been recognized with a Pinnacle award. Thank you for helping us make a lasting impact for our customers.

Congratulations!

Nominated by:
John Manager

August 15, 2012
Leadership

Presented to

Jane Recipient

To recognize your above and beyond contribution and commitment to the LIFE values of Bayer, you have been recognized with an Applause award. Thanks for making our company a great place to work.

Congratulations!

Nominated by
John Manager

August 15, 2012
“Additional Information”
Administration – Monthly Solution Management (OCT)

Manage
- Oversees the delivery of all services involved in the solution, as well as additional elements added throughout the life of the partnership
- Monitors service delivery and evolution to ensure continued strategic alignment, consistency and accuracy

Drive impact
- Proactively seeks out information that could enhance the strategy and deliver increased results
- Identifies adoption and sustainment strategies to drive results for Bayer
- Tracks activity, results, and trends to identify needed adjustments or enhancements, provides recommendations

Lead
- Provides oversight and leadership to ensure the Bayer’s needs and constraints are fully understood by the OC Tanner account team
- Leads internal and external stakeholders
- Builds, fosters, and guides recognition champions
Communication Overview

- Implementation Group created – HR & Communications
- “Teasers” used leading up to the actual launch
- “Rally Cry” video used on launch day
- Posters & other display materials provided to each site
- “Champion” t-shirts provided to communications and HR employees to wear on launch day
- Sustained communications: Champion group created, story sharing, email reminders, OCT info Booths at various events
Training & Change Management

promote awareness and enable managers to become engaging leaders

Why?
Establish role of recognition in driving business results

How?
Teach managers how to use recognition effectively

What?
Reinforce which behaviors to recognize & then provide tools
Training Overview

- Webinar provided to managers around the launch

Manager Training –
- Approx. 1 hour on-line
- Executive Introduction
- Bayer branded
- Includes interactive activities
- Printable summary available

- Site demo training available at the “Hub” for all employees

- User-guide with basic navigation overview
Additional Information Available

• Program Demo – approx. 30 minute overview. Provides detail overview and answer almost all questions on how to use the program

• Program Brochure – high level overview of program

• Employee & Manager Guides – one page guides

• FAQ’s – to help answer employee questions

• Management Training – for managers on why, how & when to use recognition
Lessons Learned / Things to be aware of:

• Conduct additional training for HR before launch
• Additional “selling” to executive bodies / make as Champions
• Think of a process for mass approvals & uploads
• Imputed Income on the merchandise
• Try to use “canned” report process as much as possible
• Make sure of realistic reward budgets & the spend is being monitored by the business
• In the end remember – you will never get agreement on or approval of the program from 100% of the population!
Forward-Looking Statements

This presentation may contain forward-looking statements based on current assumptions and forecasts made by Bayer Group or subgroup management.

Various known and unknown risks, uncertainties and other factors could lead to material differences between the actual future results, financial situation, development or performance of the company and the estimates given here. These factors include those discussed in Bayer’s public reports which are available on the Bayer website at www.bayer.com.

The company assumes no liability whatsoever to update these forward-looking statements or to conform them to future events or developments.
Thank you!

Science For A Better Life
Panel Discussion

Bill Fielder – The Auto Club Group
make important connections.
ignite great ideas.
reveal hidden talent.
pass it on.

Bill Fielder – Vice President, Human Resources
About ACG

The Auto Club Group (ACG)

• ACG is American Automobile Association (AAA) in Florida, Georgia, Illinois, Indiana, Iowa, Michigan, Minnesota, North Dakota, Nebraska, Puerto Rico, Tennessee, U.S. Virgin Islands and Wisconsin

• Meemic Insurance and Fremont Insurance (Michigan)

• 8,210 employees / 300 offices
About ACG – Our Businesses

- **Motor Club** – Roadside Assistance, Travel, Car Care Plus repair facilities
- **Property & Casualty Insurance** – AAA, Fremont, Meemic
  - Insure over 2 million vehicles; 800,000 homes
- **Life Insurance**
- **Banking/Financial Services** – Only AAA club with federal banking charter. Piloting AAA Banking in Nebraska. AAA-branded credit card through Bank of America partnership.
About ACG – Our Employees

- **Oct. 2011**: Merged with AAA Auto Club South, adding 4,000 employees to ACG family.

Our Employees are...

- **Long-Tenured** – 10.9 average tenure (compared to 4.4 years national average)
- Community Oriented
- Customer-facing in branches or on the road (fleet), support/admin staff, call center, geographically diverse
ACG – OC Tanner Partnership

- 1988: 1st milestone program
- 2005: 1st performance program
- 2008: Program refresh
- 2010: Meemic joins
- 2011: Powered By You launches
- 2012: Fremont joins
- 2013: FL, GA, TN, PR employees join, 1&3 year awards added
**ACG’s Recognition Program**

**Powered By You**

- **Powered By You** - Points-based performance recognition program and revamped milestone anniversary program launched for northern region on Aug. 1, 2011

- PBY launched for southern region (formerly Auto Club South – FL, GA, TN, PR) on January 1, 2013

- Before PBY, access codes used - $25, $50, $200, $500 levels

- Why switch to points?
  - More flexibility for employees
  - Greater award selection
  - Incentive to build bank by earning awards
Above and Beyond Recognition

• ACG provides $125/per employee annually for “above and beyond” recognition (separate budget for sales awards)

• Non-monetary recognition – eButtons & eCards

• Monetary recognition – only managers can nominate
  • $5, $25, $100, $250, $500 levels

• All incentives/sales reward programs use PBY

• Some departments develop their own programs using PBY – such as call centers and fleet drivers - and reward employees for results that impact their business areas
Above and Beyond Recognition

2013 Activity

Activity: Given

JAN-2013  FEB-2013  MAR-2013  APR-2013  MAY-2013  JUN-2013  JUL-2013  AUG-2013

Bronze  Gold  High Five  On the Spot  Silver  eThanks
After adding 4,000 employees in Jan. 2013:

- YTD Utilization Rate (eThanks): 10.17%
After adding 4,000 employees in Jan. 2013:

- YTD Reach Rate (eThanks): 32%

**Reach - eThanks**

*OCT Best Practice = 47%*
eThanks Utilization & Reach

Challenges

• Still more steps to send an eButton than to just send an email message
• Getting the word out and keeping program top-of-mind
• On-boarding southern region employees on Jan. 1 amidst many other HR system changes and communications
• Ongoing education process with southern region employees
After adding 4,000 employees in Jan. 2013:

- YTD Utilization Rate (Awards): 58.6%
After adding 4,000 employees in Jan. 2013:

- YTD Reach Rate (Awards): 47.7%
Why high utilization and reach for awards?

• All recognition goes through PBY – ensures consistent budget and tax treatment
  • Sales results rewarded by Powered By You
  • Corporate policy – incentives/bonuses go through PBY
  • Partner with Finance Dept. to ensure enforcement of policy
• Site is intuitive and easy to access
• Many resources available for help/guidance
• Last but not least – COMMUNICATION
**Overall Communication Approach**

All branded with similar look and feel, PBY logo and using rally cry messaging

- Launch communications
- Resources for help and guidance
- Ongoing communications
  - New features (new eButtons, etc.)
  - System improvements
- Annual recognition event
- Profiles of employees who receive awards
Communication Examples – System Launch

- Promoted PBY program before launch with branded communications; common look and feel, easy to identify
- Communication vehicles: eNewsletters, e-mails, PDFs, intranet stories, online training / due to budget, all electronic
Communication Examples – System Launch

- Messages from SVP of HR, explaining why recognition is important and highlighting benefits of new system
- Then, management-specific and employee messaging
  - **Management** – focus on recognition philosophy, how easy it is to nominate, award levels and approvals, training, tools to track recognition in department
  - **Employees** – “pass it on”, easy to say thanks, how good it feels to recognize others, award selection, corkboard, eButtons

Managers:

- plus get a sneak peek at the Powered By You Toolbox!

Employees:

- plus get a sneak peek of the Powered By You Corkboard!
Communication Examples – System Launch

- Resources developed pre-launch
- Available on intranet
- Frequently Asked Questions updated regularly
- Step-by-step instructions and screenshots
- Helpline for any other questions

**PBY resource page:**
The Auto Club Group
powered by you

Access Powered By You by clicking here or on the icon to the right. To log in for the first time, use your ID number (without the "0") and the temporary password you received in an email from Powered By You. If you can’t find your temporary password, just go to Powered By You and click “Forgot Password.” A new temporary password will be sent to you. Instructions on how to reset your PBY password can be found in the job aids section below.

**Intranet homepage:**

Frequently Asked Questions (FAQs):
- Powered By You FAQs for Employees (updated 07/17/2013)

Job aids:
- How to reset your Powered By You password
- Employee Quick Guide
- Manager’s Guide (managers only)
- How to check your account for earning points
Communication Examples – Resources

2-page printable PDF:

Manager’s guide:

Resources developed as-needed:
Communication Examples – Ongoing

• Quarterly: Employees who receive Silver or Gold award
• Monthly: All milestone service anniversaries
• Monthly: Q&A with long-tenured employees
• Intranet stories when new features available (new eButtons, eCard, improved functionality)
• Feature stories about employees who go “above and beyond” – always tie back to recognition and PBY awards
• Recognition week every April
Communication Examples – Ongoing

• Recognition Week every April
  • Message from SVP of HR to all managers, reinforcing importance of recognition
  • Profile stories about employees who have been recognized, employees who use the eThanks features, departments that customize recognition programs using PBY
  • Ambassador of the Year awards – recognizing top volunteers at ACG
  • Promote award selection and use of eThanks

Above and Beyond Employees

Volunteers of the Year
Communication Examples – Ongoing

WV Employee Rescues Car Accident Victims

08/23/2012

While he may not scale buildings in a single bound, ACG employee Brandon Church was definitely a superhero to a woman and her granddaughter one day in late June.

As territory sales manager for ACG's East Central Joint Venture in West Virginia, Brandon is often on the road, traveling between independent agencies that sell ACG products in the state. While commuting near the West Virginia-Maryland border on June 27, he witnessed a large tree limb fall onto the road, just two cars ahead of him. He watched in horror as the driver directly in front of the obstruction swerved and slammed into an oak tree.

Brandon immediately jumped into action, pulling over - along with the driver in front of him. Together, they ran toward the severely damaged vehicle, not knowing if the smoking car could explode at any moment.

Celebrating One Year of Powered By You

08/01/2012

It's been a great year for recognition at ACG. Since Powered By You launched on August 1, 2011, you have sent 3,028 eButtons, 2,553 e Cards and submitted 9,514 Above and Beyond nominations!

The high use of the PBY system is proof that recognition works...and it's contagious. It's a fantastic motivator and can even make some people's day better. Showing appreciation to others can inspire us all to achieve great things!

Above and Beyond Profile: Jeff Jones, CAT Unit

04/17/2012

When tornadoes and severe storms brought devastation to Dearborn, Michigan, on March 15, ACG responded with precision and speed. As Regional Manager of ACG's Catastrophe (CAT) unit, Jeff Jones and his team immediately went to work, coordinating a response strategy with the auto physical damage (APD) and homeowner claims teams.

As a result, Claims employees Scott Whiting, JP Martin, Nick Kunka and others were on the scenes in Dearborn by 7 a.m., the following day in AAA-branded vehicles. Sales agents and management quickly mobilized to help field calls and work with customers. A mobile BV unit staffed by Claims specialists arrived in Dearborn on March 17, joining in the common goal of helping hundreds of insureds through the emotionally wrenching process of assessing the damage caused by the storms and filing the appropriate claims.

In addition to coordinating efforts on-site in Dearborn, another aspect of Jeff's response was visiting the nearby branches in Ann Arbor and Washtenaw, accompanied by CAT Claim Manager Jason Allen.

Above And Beyond: Branch Employees Help Catch Criminal

In the interest of being green and saving money, employee Kim Haase has been carpooling to AOB in Dearborn, Mich., for the past eight years. She parks her Dodge Charger at the Macomb Township Branch and takes turns driving to Dearborn with three other employees.

On April 25, Macomb Township Branch employee Nancy Weekley was in the break room when she noticed a car pull up and park in the back of the building. A man emerged from the vehicle with a backpack and walked around the building. Thinking the man's behavior was suspicious, Nancy walked outside of the break room and got the license plates of the vehicle...
Communication Examples – Ongoing

- Recognition Week - highest activity for eThanks in 2013
Redemption Rate – Points/Awards

- Employees can bank points
- Points expire two years after deposit
- Current redemption rate is 71.3% (OCT client average = 58%) (Points Redeemed out of Available Points)
- Redemption rate has increased every month in past year
Why is Redemption High?

• First round of points expired August 1, 2013; system-generated reminders at 30 & 60 days from expiration date
• ACG-created reminder on intranet at end of July
• Employees used to redeeming immediately, due to use of access codes in the past
• Extensive award selection – something for everyone
• Company policy: *all incentives and sales contests* are routed through PBY – sales employees receive points instead of cash
• Lots of employee communication to keep program top-of-mind and sustain momentum
• PBY has high-profile location on intranet homepage
• Resources available for assistance – FAQs, instructions, step-by-step screenshots, and more