

### Technology Overview 2023



### The Benefits of Recognition

#### At RecogNation we believe that Every Moment Matters™

Whether you're celebrating the first day or the last, shouting great successes from the rooftops, or recognizing the little moments in between. We believe that inspiration flows from appreciation - making each person feel valued, connected, and a part of something bigger than themselves.



*It's time for a transformation.* Our goal is to empower team members from all levels of organizations to connect with each other peer-to-peer. Recognition is put on display for the entire organization to see (and be inspired by) daily wins. All so you can take your team from disengaged to highly engaged and thriving.

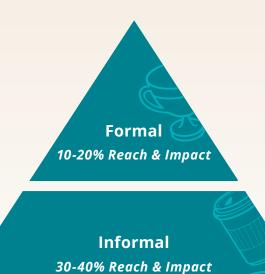
### 3 Dimensions of Recognition

#### Formal

Typically presented at an annual banquet or monthly meeting. Only reaches a small percentage of your employees (e.g. service awards, nominationbased awards).

#### Informal

Low cost and less structured. Often celebrating progress, the completion of a project, or an achieved goal. Reaches more employees than formal recognition (e.g. bringing donuts for the team).



Day-to-Day 70-90% Reach & Impact

#### Day-to-Day

Frequent, ongoing recognition of behaviors, activities, and accomplishments. Has the potential to reach all employees since everyone can both give and receive it (e.g. shout-outs, high fives, thank you notes).

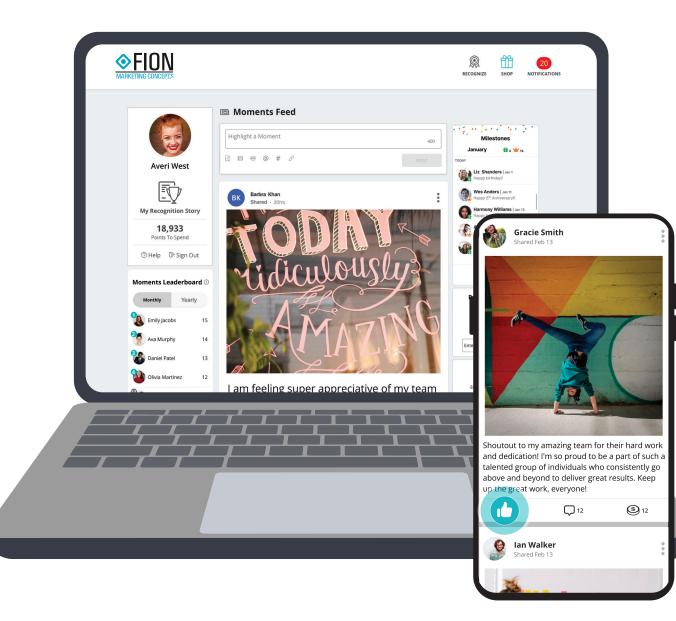
Our technology highlights the formal and informal recognition and empowers the day-to-day, making it the perfect tool to bring your comprehensive recognition program to life!

In 2022, Nielsen IQ switched to a Peer-to-Peer program, resulting in 937,344 more moments and increased their program reach by 170% in just 6 months

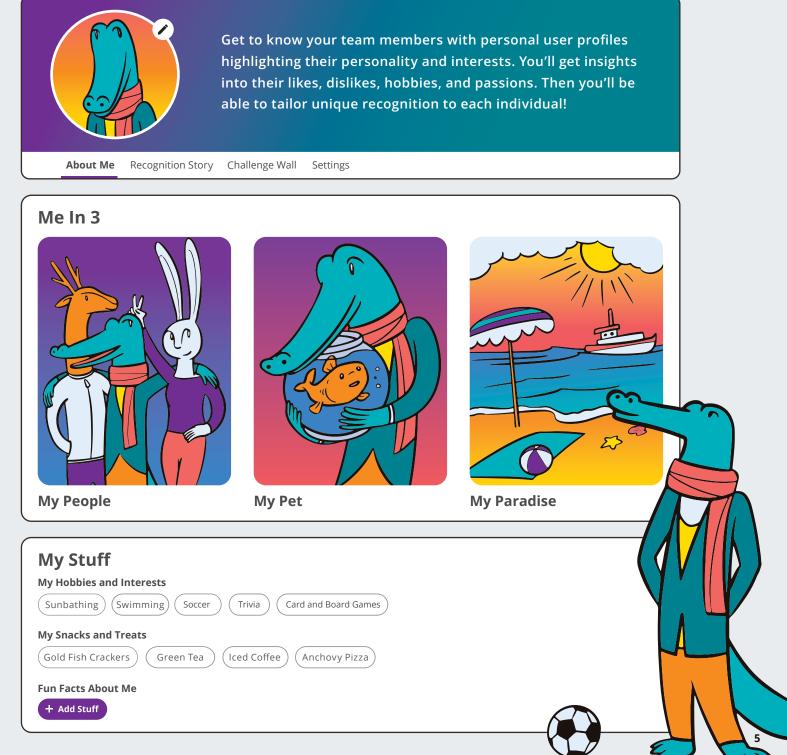
Using a combination of all 3 recognition types creates highly engaged and authentically connected teams.

### Every Moment Matters™

Our technology is the turbo-charged engine that drives peer-to-peer employee recognition. Coupling traditional recognition programs with our technology transforms organizations into highly engaging environments that showcase accomplishments and empower your team members.

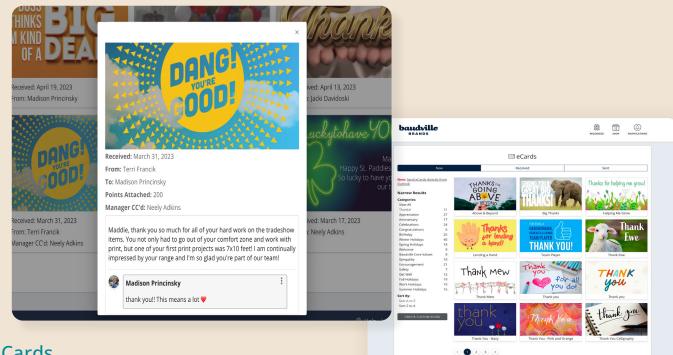


### A Culture of Being Known



### **Real-Time Recognition**

Praise is most effective when it's delivered in a timely manner. In other words-ASAP. There are so many ways to give instant recognition!



#### eCards

Make someone's day with an eCard - Choose from our extensive library of images and GIFs, or send a custom video or image. You can also add points, CC their manager, and see their replies to make your recognition even more impactful.



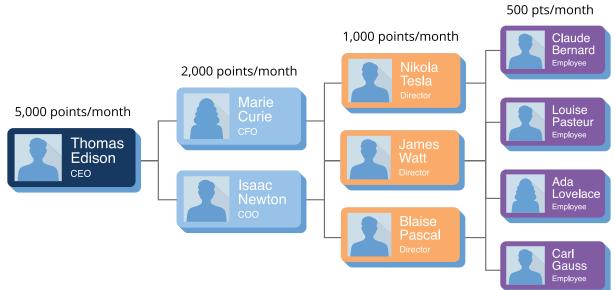
#### **Spot Cards**

Equip team leaders with the perfect tool to provide real-time recognition and gratitude, without the risk and expense of traditional gift cards! You control which cards to activate and for what amount, making it the best way to catch team members in the act of awesome!

#### Points

Engage, motivate and incentivize your employees with our pointsbased rewards system. Points can be distributed to team members by the company through milestone awards, spot cards, and point uploads. Recipients can then redeem their points for a variety of rewards, including merchandise, gift cards and charities.







#### **Points Bucketing**

Empower your employees to shine a light on the good work seen every day by team members and leaders alike. Each month, employees will receive a predetermined amount of points to recognize their peers. These "Points to Give" will reset each month and increase the reach and equity of your recognition program!

# Tailored Recognition



#### Leaderboard

Recognize your employees who create the most moments in your platform. You'll motivate those employees to keep it up while inspiring others to follow suit.

#### Highlights

Maximize peer engagement with a Moments Feed where anyone can post to publicly spotlight a moment worth acknowledging.

Moments Leaderboard			
Monthly	Yearly		
Emily Jacobs		15	
Ava Murphy		14	
Daniel Patel		13	
Olivia Martinez		12	
13 Ethan Johns	son	1	

#### **Celebration Board**

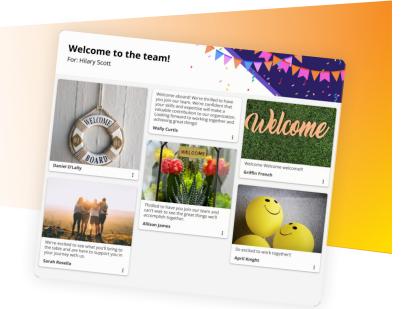
Celebrate accomplishments and milestones (personal & professional!) with digital message boards all in one place for one occasion.



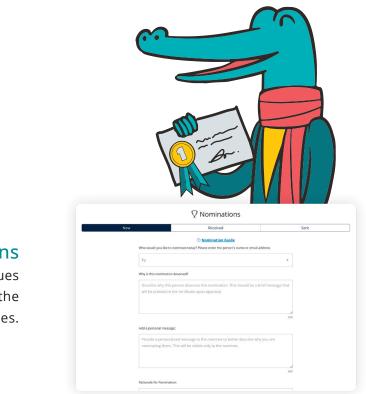
### **Milestones**

#### Nominations

Reinforce positive behaviors tied to core values with structured nominations. You define the levels and approval hierarchies.



See all upcoming birthdays and service anniversaries in one list so you don't miss the important dates worth celebrating.



### Unlimited Award Selection



Merchandise

Choose from over 100,000 name brand gift options in the U.S. and over 50,000 options in both Canada and the United Kingdom.

Hotel & Travel

Get discounted hotel and travel

worldwide with redeemed points.

Personal debit/credit cards can be

used in conjunction to book.



Virtual Rewards

Select from over 300 instant gift cards sent right to your phone- ranging from \$5-\$500 to places like Starbucks, Amazon, and Target.

**Experience & Event Tickets** 

Take advantage of discounted

pricing that allows you to use

points to buy local experiences

and event tickets.



#### MasterCard Gift Cards

Award your recipients with a branded International MasterCard® prepaid card delivered straight to their door or their inbox.

Mobile Top Up

Add minutes to your prepaid

mobile phone instantly with this

pay-as-you-go phone service,

so you can stay connected.



Backed by Discover®, this card allows recipients to shop at 75+ retailers. The card design is fully customizable and brand-able.



Charity

Add a charity that is meaningful to your organization or allow employees to donate their points to a charity of their choice.

100 +TOTAL COUNTRIES

TOTAL LANGUAGES

TOTAL CURRENCIES



### Global Rewards

- In-country fulfillment
- **Culturally relevant gifts**
- **Real time inventory**
- Automated order tracking
- **Global currency and tax** • management
- **Extraordinary selection**

# Benefits of Partnership

#### **Transparent Pricing**

There are plenty of complex billing models in the rewards and recognition industry. But that's not our style! We operate from a place of complete transparency, removing all the unknowns and ensuring alignment with our customer's program utilization and success.

Our pricing structure doesn't penalize you as the program owner for investing in your people! We work with you to establish a highly competitive monthly SaaS fee based on your number of employees. Redemptions for rewards come with no markup, fees, or breakage. Win, win, win!

#### Here's what our client partners love about our pricing:

- Highly Competitive Pricing
- No Markups or Margins
- Consistent Monthly SaaS Fee
- No Breakage or Per Point Issuance Fees

#### **Privacy and Accessibility**

We designed our technology with flexible functionality to satisfy the needs of our users, while also prioritizing data privacy.

#### Here's how we make things easy and safe:

- We're held to the highest of security requirements and are GDPR and SOC2 Type 2 compliant.

#### Insights & Analytics

Real-time updates and insights are just one click away. We provide program metrics, trends, and benchmarks with our easy-to-use dashboards and reports.



Our points accounting system will help you get a handle on your spend and manage points allocation. Our platform is optimized for mobile devices and tablets with SMS text messaging and Single Sign-On.

### Custom Program Design

Our team of Certified Recognition Professionals will work with you to design and implement the recognition program that best aligns with your company's needs, and will establish the communication and reporting rhythm to keep you in-the-know along the way.



#### CONTACT ONE OF OUR EMPLOYEE EXPERIENCE PARTNERS TODAY



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