

Recognition **Without** Limits

Strategies for offline, frontline, and remote appreciation

Recognition **solves** disengagement and turnover woes in difficult industries

Employees in industries such as construction, manufacturing, agriculture, healthcare, and hospitality rarely, if ever, work at a desk or in front of a computer. This makes it very difficult for traditional recognition solutions to reach them in any meaningful capacity.

Even now, most modern recognition tools are specifically digital, requiring computer access to login, get communications, and participate. So when **80% of the workforce** doesn't work on a computer, 80% of employees feel underappreciated and overlooked.

This is a huge problem because **recognition**:

- Boosts engagement by 40%
- Increases productivity by 22%
- Lowers turnover lowers turnover by 31%
- Increases intent to stay by 3x

Through these impacts, recognition has the capacity to **save organizations millions of dollars** in saved turnover costs, boosted productivity, and more.

How can organizational leaders solve the intrinsic challenges of recognizing, rewarding, and including employees who don't work in the typical office environment?

Take a look at some common challenges leaders face when trying to recognize offline and deskless employees, along with solutions that Awardco offers.



Challenge #1: Recognizing offline employee in a genuine, time-sensitive way

Whether in healthcare, manufacturing, or hospitality, employees stay busy all day. It's hard to find time to offer genuine, meaningful appreciation in a way that's cognizant of HR's time, too.

Solution #1: Hand out physical AwardCodes™

AwardCodes are fully customizable cards, similar to business cards, that can be handed out on-the-spot to any employee. This quick, high-impact type of appreciation is perfect for busy, on-the-go employees in hectic workplaces.

These cards can include custom branding, a customized message, or space to handwrite your own message, making them much more personal than a cookie-cutter gift card.

AwardCodes can also include points to spend on the Awardco platform, allowing employees to simply scan a QR code and then choose the reward that means the most to them—taking the pressure off HR to try and guess what reward employees will like.

Speaking of HR admins, they can easily order AwardCodes directly on the platform and then hand them out to managers, leaders, or to employees themselves—and no money is spent until the cards are redeemed. That means no confusing logistics, manual headaches, or drawers full of unused gift cards.

Benefits of AwardCodes™

- Physical thank you cards for on-the-spot recognition
- Customizable branding
- Non-monetary and monetary options
- Simple, hands-free management

Example:

Sarah works three 12-hour shifts at the hospital, and while she's there, she's always on her feet and on the go. She loves helping people, but the stress is real, and she often feels like her efforts go unnoticed.



One day, her nurse manager catches her in the hallway, apologizes for being a week late, and gives her a gift card to a restaurant Sarah has never heard of to celebrate her two-year work anniversary.

Sarah puts the gift card in her nightstand, forgetting about the hospital's lackluster efforts at showing her appreciation. Her stress soon turns to burnout, which affects her quality of patient care and quality of life. Eventually, Sarah quits.



On the day of her two-year work anniversary, Sarah's nurse manager takes a short moment to get her an AwardCode with a hand-written message of gratitude on it and 50 points as a reward.

Sarah is more motivated to do her best work each day because she knows her efforts are seen, appreciated, and rewarded. She uses the 50 points to help buy comfortable shoes, and every time she puts them on, she's reminded of her company's expression of thanks.

Challenge #2: Recognizing employees who mainly interact with outside parties

Many offline and frontline employees don't have consistent interactions with colleagues or even managers. Unlike in a corporate office, where employees sit near each other each day, these deskless workers may instead work primarily with external parties, such as customers or vendors.

If employees work with customers, patients, clients, or partners more than anyone else, then recognition coming from these parties will be the most meaningful for them as opposed to impersonal recognition from company leaders.

Solution #2: Allow outside parties to recognize employees through External Recognition™

External Recognition™ facilitates outside-in recognition by giving each employee a unique QR code that outside parties can scan, which allows them to submit a personalized recognition for that specific employee. The QR codes can be added to signage, employee name badges, or anywhere people interact with employees.

Visitors, patients, and customers can all quickly send a thank you note to the employee they worked with after a positive experience, reinforcing the value of that employee's work and strengthening their intrinsic motivation.

Awardco's AI automatically reviews each submission for sensitive data, offensive language, or similar red flags to ensure security. HR admins can choose to review and approve each recognition, as well as add extra points to further reward the recipient.

And the best part is, while admins can also choose to add points to these recognitions, they can also simply add their own kind words, creating a non-monetary source of appreciation that can reach each employee.

- Close the loop of recognition from third parties
- Personalized recognition channels for each employee
- AI-driven quality and security reviews
- Allow admins/managers to add their own recognitions

Example:

Ben recently got a job as a waiter at a busy restaurant. He enjoys talking to people, but the job is more stressful than he thought. While he tries to be personable with each guest, he often wonders if he should prioritize speed over friendliness since no one seems to notice his extra efforts.



As guests cycle in and out, Ben starts to feel like a cog in a machine, unnoticed and unthanked by the people he serves and by the company as a whole.

Ben stops putting extra effort into reaching out to guests and starts going through the motions. He doesn't feel appreciated, so he puts in the bare minimum and starts to dread going into work.



After a busy day, Ben sees a notification from Awardco. He opens an External Recognition from a guest who thanked him for his extra efforts to help her with her kids. Ben's manager added her own message of gratitude for Ben's efforts.

Ben knows that his work is seen and appreciated by patrons and his managers. The occasional External Recognition reinforces the belief that what he does matters, and Ben is more motivated to put extra effort into work each day.

Challenge 3: Driving desired behaviors in frenetic environments

Driving desired behaviors is difficult in any industry, but for deskless and offline employees, it can be even more challenging. For example, how do organizations support and encourage safe and compliant behaviors in manufacturing or construction when each work day is endlessly busy?

Solution #3: Incentivizing behaviors with rewarding recognition

Incentives are a powerful motivator: in fact, [incentives](#) lead to a 22% increase in productivity, improve engagement by 89%, and boost retention by 87%.

Not only that, [92% of employees](#) are likely to repeat a specific action after being recognized and rewarded for it.

Whether you're trying to reinforce safety behaviors, drive training participation, increase customer-focused actions, or simply drive productivity, incentives are a great way to do so.

With Awardco, HR admins can build custom incentives for their entire organization or tailored to separate departments or teams. They can also build custom reward catalogs with specific items (like branded swag, wellness items, etc.) or simply allow participants to spend points on any of the millions of items on the Awardco reward network.

Benefits of Incentives

- Drive specific behaviors
- Customizable reward catalogs
- Tailored programs to fit different teams and needs

Example:

Javier has worked as a warehouse worker for a few years now, and he's always very careful and intentional with his tasks. Recently, the company got a new machine, and management has asked each employee to take a training course on its safe operation.



It's nearing the holiday season, and Javier's days are hectic. He knows he should take the safety course, but he just can't find time. Besides, he's worked on similar models before, and he's confident in his abilities.

Javier makes a small mistake while working on the new machine, causing an accident and getting injured in the process. Now, not only does Javier have to deal with the costs of recovery, the company misses a dependable worker during the busiest time of the year.



Despite the holiday rush, Javier knows that if he completes the safety training, he'll be rewarded through the company's incentive program. He would love the extra points to buy his kids gifts, so he makes sure to take the course at home.

Javier learns how to safely operate the new machinery and is rewarded with points for proactively taking the safety course. He stays safe and is able to get his kids an extra gift this year.

Challenge #4: Spreading recognition to offline workplaces and technologically sparse employees

Whether the workplace doesn't have access to technology or the employee isn't well-versed in tech devices, the challenge is the same: how do you build a culture of appreciation that reaches everyone?

Solution #4: Integrations and mobile capabilities

Awardco's integration with ScreenCloud is custom-built to solve this problem. It allows organizations to display their recognition feed on screens throughout their work environment.

Not only does this make recognitions more visible and able to be celebrated, it's a totally free way of connecting employees in different locations and making remote workers feel included.

For employees who aren't technologically inclined, Awardco's mobile capabilities are key. Not only will each employee be notified of recognitions through their email, they can also turn on SMS notifications.

Plus, Awardco's Progressive Web App (PWA) allows employees to quickly and easily login to the platform, recognize peers, view their own recognitions, and redeem points for rewards.

Benefits of integrations and mobile capabilities

- Spread recognitions to workspace screens
- Increase engagement and adoption
- Build a culture of collaborative appreciation without budget
- Reach any employee with a phone

Example:

Devin has been in the construction industry for over 30 years, and he has little interest in learning new software or disrupting his decades-long routine.



His company introduces a recognition program that requires logging into a computer to participate. While some employees seem to enjoy it, the majority don't see any difference in their daily lives, including Devin.

Company leaders get upset at what they perceive as a waste of money, and the recognition platform eventually gets pulled because people aren't participating or feeling involved.



His company introduces Awardco, and Devin starts getting notifications on his phone about recognitions. He sees both his own and his colleague's recognitions on screens around the main office, and it makes him more cognizant of everyone's efforts at each construction site.

Devin and his coworkers start a new routine of recognizing each other directly on their phones, and this self-propelling culture spreads all throughout the company, from corporate to field workers. Employees are more engaged, happy, and motivated.

Challenge #5: Offering rewards employees will actually appreciate

Whether for birthdays, service anniversaries, special achievements, or holidays, employee rewards can be tricky. And in an offline, deskless, or remote environment, it can be even harder to get rewards right.

Solution #5: Use A-Pay™ to offer unlimited reward flexibility

Why bother agonizing over a specific reward when you can simply provide points that spend like cash? That's what A-Pay cards do—employees can use their physical or digital A-Pay card anywhere that accepts card payments, spending their points like cash almost anywhere they want.

No annoying fulfillment, no guessing on gift cards, no product storage headaches. Simply reward employees with points through physical AwardCodes or digital recognitions, then watch as they spend their points in ways that are meaningful to them.

If desired, HR admins can also configure spending rules for A-Pay cards, such as daily point limits and approved reward categories, shaping rewards in ways that fit your budget and culture.

Admins also get immediate access to reward spend, budgetary health, and other financial reports to track usage, participation, and cashflow.

Benefits of A-Pay

- Unlimited reward flexibility
- Hands-free administration
- No reward guesswork
- No item storage, unused gift cards, or unwanted rewards

Example:

Sonja has been managing at a hotel for 10 years. She enjoys her job and consistently goes above and beyond what is expected of her. This week is her birthday.



The hotel tries to do something special for her birthday and gives her a spa gift basket. However, while Sonja appreciates the thought, she's allergic to a certain ingredient in many of the products and can't use them. She re-gifts the basket to her niece.

Sonja still loves her job, but what could have been a memorable day fell flat. She appreciates the hotel's effort, but she's still a little disappointed they don't know what she likes.



The hotel knows Sonja is a stellar employee, and gets her a card, a snack, and an AwardCode™ with 200 points on it. Sonja uses her A-Pay card to book a spa day with the 200 points, enjoying a well-deserved day off.

Sonja loves her gift and feels rejuvenated after her spa day. She attacks work with greater motivation and engagement because she knows the hotel will take care of her.

Manufacturing use case



Lineage Logistics is a global leader in cold storage and supply chain logistics. They operate more than 400 facilities in 20 countries and employ over 26K people.

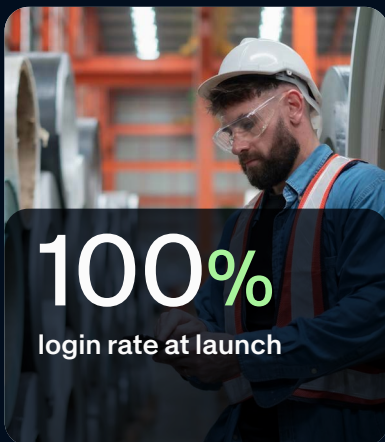
CASE STUDY

Lineage Logistics wanted to spread recognition to their workforce, but they work in warehouses, on loading docks, and in transit. Traditional recognition programs wouldn't cut it.

They rolled out Awardco to a single location first with a leadership-led approach, including a raffle to reward logins, lunch-and-learns to explain the platform, and one-on-one coaching to help team members get started.

Combined with offline recognition tools, engagement has been off the charts.

RESULTS



"We launched the pilot to a group within the U.S. From there, we expanded all the way across the U.S., and then into Canada, and now Australia. We're seeing more and more engagement in places we didn't expect. People are using the platform in ways that feel natural to them—and that's the win."

LeAnn Woody, HR Lead

[Watch the video](#)

Manufacturing use case



Pilot Company is a leader in energy and experiences, and it employs 30,000 people across their transportation, gas station, warehouse, and corporate teams all across North America.

CASE STUDY

Pilot Company wanted to spread their culture of appreciation equally to all their employees, whether they ran retail stores, drove trucks, or worked in corporate offices—but they didn't want to increase the workload for HR.

To build excitement, Pilot Company gave points to every employee during implementation. After that, they created multiple custom programs to meet employees where they were at, including a wellness program, a manager-led program with a budget for each leader, and various contests.

RESULTS

960%

increase in recognitions over 5 months

96%

engagement rate company wide



"It has been exciting to see the increased engagement around recognition, and how the platform has encouraged team members to support each other in new ways."

Deanna Dennis, Sr. Manager, Team Member Experience

[Learn more](#)

Healthcare use case



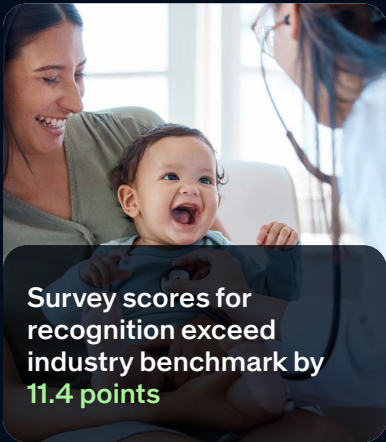
Children's Nebraska is a nationally recognized leader in specialized pediatric care, with over 4,000 employees across three states.

CASE STUDY

In 2023, Children's Nebraska's annual survey revealed that only 63% of employees felt valued. In addition to the demanding roles, high patient volume, and burnout their people dealt with, Children's Nebraska knew they needed a change.

With Awardco's help, Children's Nebraska launched their recognition program in two phases: first, with a universal recognition program and a service anniversary program to set the foundation. Later, they launched more specialized programs like AwardCodes™ and nomination awards to empower consistent and sustainable appreciation.

RESULTS



"One year into having our recognition [platform], feeling like we're recognized went up 10%. I think that's a true testament of how much it means to us. We do have those hard days, and Sunshine Recognition Hub empowers our nurses and team members. It's given us a platform to recognize moments of excellence."

Mellisa Renter, Director of Professional Nursing Practice

[Watch the video](#)

Healthcare use case



ARUP Laboratories is a national nonprofit and academic reference laboratory at the forefront of diagnostic medicine. Founded in 1984, ARUP has grown to over 4,000 specialists, consultants, and technicians.

CASE STUDY

After decades of the same, stale service award program, ARUP decided that it was time to do away with the limited rewards and large markups. They wanted a modern solution to enhance their culture of appreciation.

By forming a task force to distill employee needs and research the right solution, ARUP settled on Awardco and built out a new service award program and peer-to-peer recognition program that has led to a big jump in engagement.

RESULTS



“Awardco has given us incredible power and flexibility with our recognition programs because of the millions of options to choose from...We know what we’re getting, we know we’re getting the best price, and our employees couldn’t be happier.”

“Cheryl Vincent, Talent Development Manager

[Learn more](#)

Service Industry use case



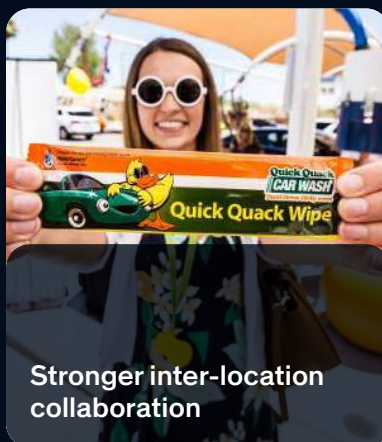
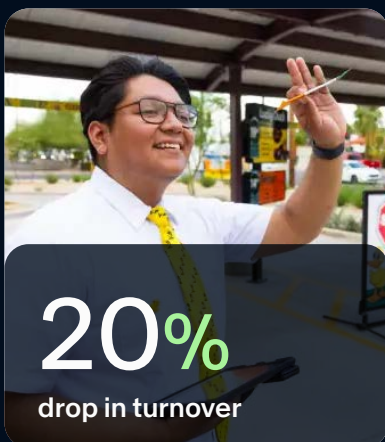
Quick Quack operates over 290 car wash locations across the western US, and they live by their mission to Change Lives for the Better—including for their employees.

CASE STUDY

The car wash industry isn't easy to work in, and Quick Quack noticed that turnover was becoming a problem. Instead of accepting it as normal, they turned to employee recognition to change the status quo.

After designing and implementing targeted recognition programs to boost retention, including a six-month celebration, generous service awards, and MemoryBooks™, Quick Quack saw rapid results.

RESULTS



Awardco has made employees' lives easier. Working outside in the elements with the customers can be tough, but being recognized, seen, heard, and valued makes it easier."

Christina Castro, Training leader

[Watch the video](#)

Service Industry use case



Texas Roadhouse has expanded over their 35+ years into nearly 800 locations across 11 different countries, and they continue to grow. As of last count, they employ 95,000 workers and that number continues to grow.

CASE STUDY

In food service, stress and turnover can be high, and Texas Roadhouse knew building a strong culture of appreciation and engagement was key to combatting those challenges.

Using Awardco, Texas Roadhouse built meaningful service awards, spot recognition programs for managers, and peer recognition programs to allow employees to recognize each other. This has strengthened their culture across the globe, regardless of location.

RESULTS

209%

increase in recognitions over 5 months

96K

recognitions sent since program start



"Awardco's fast, compassionate service ensured an employee received a much-needed gift card in time for an urgent personal purchase. It wasn't just a reward—it was a meaningful act of support when it mattered most."

Storey O'Barr, Recognition and Communication Specialist

[Learn more](#)

Retail use case



WOW! mobile boutique is a Canadian wireless retailer with over 80 locations. With over 500 employees, they specialize in low-pressure, flexible mobile options to ensure customers get the right plans for them.

CASE STUDY

After a robust survey, WOW! uncovered two critical gaps in their employee experience: people wanted more personalized recognition, and they wanted greater compensation.

WOW! turned to Awardco to build out a comprehensive recognition system, with multiple custom programs tied to their company values. They also restructured their compensation model to focus on performance-based incentives through Awardco, giving employees more opportunities to earn more based on their work.

RESULTS



"Awardco actually costs us less than what we were doing in the past, and it's had a bigger impact on our ROI and employee engagement."

Jay Adhvaryu, Director, Finance and Compliance

[Learn more](#)

Retail use case



A leading eye-care service provider in the US, Visionworks has over 770 retail locations and employs over 8,000 people.

CASE STUDY

Visionworks needed a way to tailor their recognition programs across their 770+ different retail locations. Each location had different people, different needs, and a different culture, so a one-size-fits-all solution wouldn't cut it.

Leadership made the brilliant decision to put the power into their regional leaders' hands. With Awardco's unmatched flexibility, Visionworks regional leaders could create their own recognition programs, tailored to their specific locations, creating a culture of personalized, meaningful appreciation in every store.

RESULTS



"Awardco is just so easy to use. At the beginning, our support rep would do everything for us, but I was able to quickly learn the platform and become more self-sufficient."

[Learn more](#)

Reach every employee with intentional, solution-driven **recognition**

Spreading offline, frontline, deskless, and remote recognition can be difficult, but with the right tools, it becomes simple to build a culture of appreciation that reaches everyone.

By handing out physical cards, empowering outside-in recognition from customers, incentivizing behaviors with amazing rewards, and integrating mobile capabilities, you can transform your workplace, regardless of where employees work or who they interact with.

Add A-Pay, which offers unlimited reward flexibility without adding any work to HR, and you'll have a workforce where employees, HR, and leaders are all satisfied with the culture, budget, and ROI.

[Contact Awardco](#) to learn more about our purpose-built solutions for your industry.

Schedule a demo at

awardco.com/demo

