



The Complete Reward & Recognition Software Buyer's Guide



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Part 1

Introduction

Compensation is no longer the only factor employees consider when deciding where to work. Company culture is just as important when it comes to hiring, engagement and retention. The balance has shifted; companies must keep up with growing employee expectations.

What comes to mind when you picture a positive company culture? As experts in employee experience, we know that recognition, flexibility and connection are the pillars of a great work culture.

But according to a recent survey, 82% of employees don't feel recognised enough, and 40% say they would work harder if recognition increased. This has little to do with compensation and a lot to do with company values. It might be surprising, but lack of appreciation is one of the top reasons why employees leave. That's why we've designed a configurable

employee recognition platform called Mo that is easy to incorporate into your company structure.

Mo is proven to increase productivity by motivating your teams to perform better. It also fosters connection between employees through peer-to-peer recognition, ensuring that your company culture flourishes. This guide will help you through the decision making process, from identifying problems to encouraging buy-in from leadership. We help you understand the changing work landscapes and generational divides that present the biggest challenges to your engagement metrics, empowering you to take action with the right employee recognition software for your unique needs.

Part 2

What to consider when choosing an employee recognition platform for your business

1 | Know the difference between structured and unstructured recognition

Before you even start looking at different software, booking demos or signing up for free trials, you need to consider what type of recognition program you want to launch.

Employee recognition programs can fall into two categories, structured and unstructured – from there, decide what you want to prioritise first.

Structured recognition programs tend to be more traditional, formal, and top-down. With this type of program, managers or leaders will provide recognition to employees at fixed times.

If this has prompted you to think about employee of the month awards and acknowledging work anniversaries, then you would be right!

There is also unstructured recognition, a relatively new concept gaining popularity.

These recognition programs are more modern because they offer a space for everyone in the company to recognise each other spontaneously. Peer-to-peer recognition schemes greatly benefit organisations, but only if you adopt this more modern approach.

We aren't suggesting that you pick one over the other. In fact, it's better to use a combination of both. In doing so, you will help put the foundations in place to build a recognition-rich culture. Finding a platform (like Mo!) that can offer both is an excellent solution.

2 | Determine your budget

You might think this is an obvious point, but it's one of the most critical.

It's just like making any large purchase – setting a budget will help you eliminate any options that fall outside it quickly, narrowing your search. Setting budgets also helps you understand the investment required to run a successful program.

The Society for Human Resource Management says that HR departments typically spend between **1-3% of payroll on rewards and recognition.**



3 | Are you looking for recognition only or do you want rewards as well?

Sometimes, **rewards and recognition** are combined in one budget line as if they're inseparable – but that's not the case! They are very different, especially when you're looking at software.

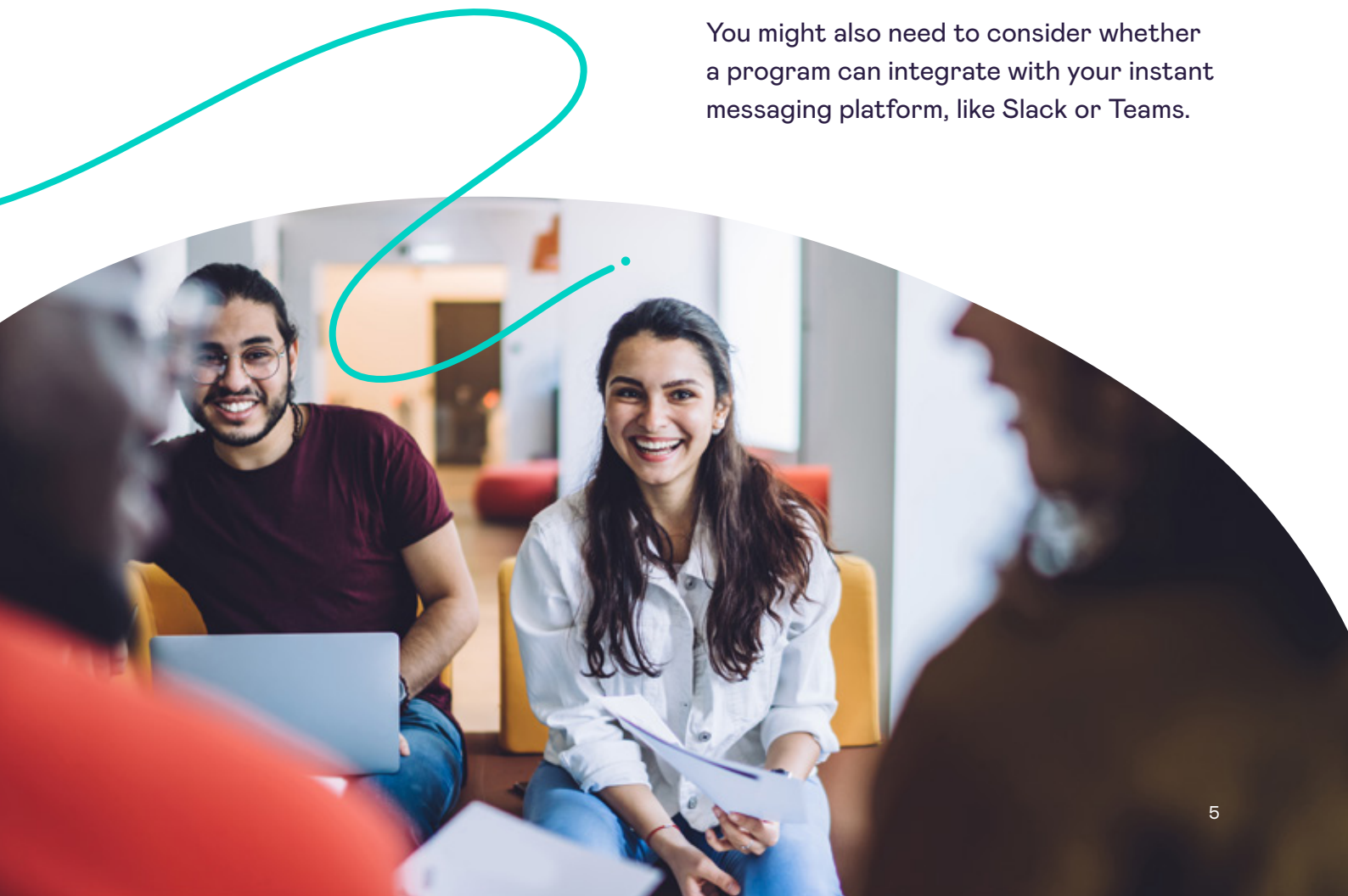
In the HR tech space, many tools allow for recognition only, but more robust tools will allow you to reward employees as well!

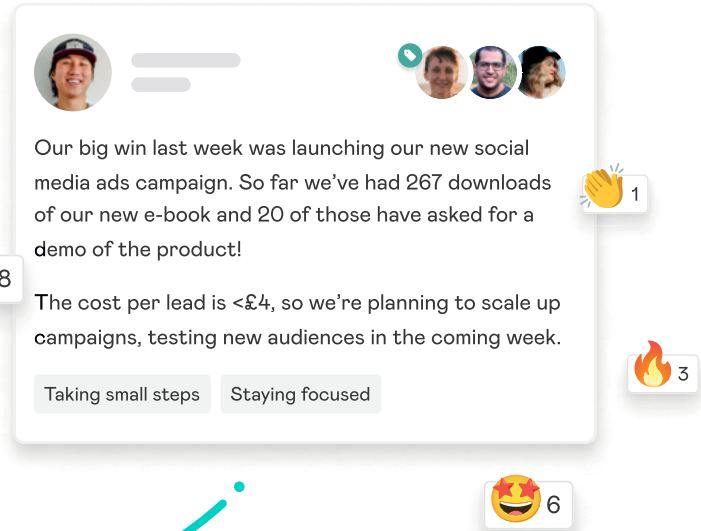
4 | Work out which integrations you need

Choosing employee recognition software that integrates with some or all of your existing software has many benefits, such as driving adoption within your organisation.

Integrations will allow you to set up your new system without the hassle, especially if it will sync everything from tools you already use. It also prevents having to update two different systems manually.

You might also need to consider whether a program can integrate with your instant messaging platform, like Slack or Teams.





5 | Determine what level of data security you need

Organisations have a responsibility to protect the personal information of employees. Your chosen reward and recognition software provider should have policies that show their commitment to enterprise-level security.

Security audits will be quick and painless if you have a provider that has a good track record for meeting the demands of enterprise data security requirements.

When communicating with potential providers, ask questions like whether or not there is someone dedicated to security and privacy in the organisation or what independent assurance they can provide over the security and privacy practices.

6 | It should be fun!

If you're looking for the perfect program that your employees will be keen to interact with, then it should be fun. Prioritise user experience over number of features. If a tool has a lot of different features, it might turn out to be extremely difficult to use.

Your provider will likely send out a detailed launch plan to help you create buzz and excitement around the launch of the new platform, outlining the top features for your employees.

With Gen Z and Millennials setting high expectations for workplaces across the globe, if you want to appeal to these generations, choose a program with **social recognition** activities such as liking, commenting, and sharing gifs and images.

Part 3

Why do most reward and recognition programs fail?

Employee recognition programs are generally launched with great fanfare from top-level executives.

However, what often happens is those top-level execs struggle to sustain the same momentum after launch, and the program starts to fizzle out. There are many reasons why programs end up falling flat, and we will shed some light on a few.

Lack of buy-in from leadership

Your leaders are one of the most significant pieces of the puzzle when trying to roll out an employee recognition program. Their lack of buy-in will add an immediate obstacle to any new initiative.

Leaders can easily shift their focus onto something else and lose interest. Still, you need them to be engaged in the program and model consistent interaction with your platform from the beginning.

Lack of buy-in from employees

If the leadership team isn't interested, why would your employees be?

If you decide an employee recognition program is needed in your organisation, getting proper input from your team members is important.

Give all employees a chance to have a say on what they want to see in a program to ensure you get a platform that will help drive participation.

It's too late

One of the main reasons why employee recognition programs fail is because they are launched after significant harm has been done. If engagement and morale are already at an all-time low, it might be too late for an employee recognition program.

The process is too complex

If the employee recognition program has too many criteria and variables, it will make it difficult for managers and employees to recognise each other.

The program is outdated

Recognition programs designed ten years ago will lose their relevance over time if they fail to evolve with the changing requirements of the workforce.

The priorities of any company will change over time as it grows and the business environment changes, meaning the program has to grow with it to remain relevant.

Part 4

Goals, objectives and budget

One of the most important steps towards finding the right reward and recognition platform for your business is setting your goals, objectives and budget. Here are a few tips to help get you started.

Tips for goals and objectives

The goals you set are the outcomes you wish to achieve with a rewards and recognition solution. You can have short and long-term goals, but be realistic and make them S.M.A.R.T! For example, you aim to increase employee engagement by 10% in the next year, or improve retention by 5% by the end of the year.

With your goals outlined, you can then determine your objectives to highlight how you will achieve them. It might be worth building a team of stakeholders to help you do this. Diversity is important at this stage to ensure the program meets the needs of the employees in different departments and levels of the organisation.

Suppose one of your goals is to improve employee engagement by 10% - how do you plan on doing that?

Some goals will be more important than others. Take time with your team of stakeholders to prioritise those that matter most to the organisation.

Tips for setting a budget

The next step will be determining your budget. Before looking at vendors, it's important to get an idea of how much you want to spend.

Keeping a budget in mind will also help you pitch to the leadership team, and here are a few tips on helping you get there:

What's the cost per employee? This is simple - the more employees you have, the greater your budget should be. Many vendors will offer a price per user, per month, and potentially a discounted rate should you wish to pay annually.

Rewards budget. Many companies will have small rewards budgets and may only want a platform for recognition, so they can skip this step.

However, if you want to use the rewards feature, it's important to work out how much you want to spend roughly on your employees as a reward. Take into account on-the-spot or everyday rewards, service-based rewards, work anniversaries and more.

Additional features. Take time to familiarise yourself with the different types of plans offered. Specific features may come at an additional cost, and it's important to factor this into your budget.

Part 5

Key features to consider

Features will be the deciding factor when looking for the perfect recognition solution. You might already know what you want and what you don't, but to help you make your decision, we have suggested our must-haves when it comes to features!

Rewards



Your team will want to set reward criteria, and depending on the vendor you go for, it might come in the form of reward points that employees collect for the desired reward or an immediate gift following recognition. If you have multiple locations worldwide, check if gifts are available in all countries.

Analytics & Reporting



This should include everything from your reward spend to downloadable employee usage data. It's essential to check whether the reports can be customisable for teams, individuals, departments or locations, as this will give you insight into the success of your program.

Different types of recognition



Depending on your business, you might want to check what type of recognition your chosen vendor offers, whether that's manager-to-peer, peer-to-peer or both.

Roles and permissions within the platform



Your chosen R&R solution should make it easy to create and assign roles and permissions to ensure a clear understanding of who is accountable for what in your organisation.

Customisable features



This will be available on some platforms and includes things like occasions, rewards (vouchers or physical gifts), company awards, nominations and so on.

Security

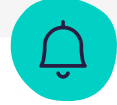


This is essential for your chosen software as it will deal with employee data that must be protected. Look for solutions with the best possible security and compliance protocols.



Social feeds

Feeds help make recognition meaningful and fun, and that's why most reward and recognition platforms can offer a real-time social feed where employees can share images, like, comment, and see what their peers are up to.



Usage drivers

Look for the different prompts and triggers associated with the solution that can drive engagement, such as occasions, work anniversaries and more, to minimise the time you spend campaigning to drive engagement and adoption of your recognition program.



Employee profiles

Employee profiles can help create a sense of community. Employee recognition is all about the people, and you may want employees to have individual profiles with visible information about them, like working hours, job titles, and interests.



Integrations

Integrations with HR software, Slack and Microsoft Teams are important for many teams. If platforms can integrate with your HRIS, or receive CSV uploads, it can help ensure your employee data, such as anniversaries and birthdays, are correct.



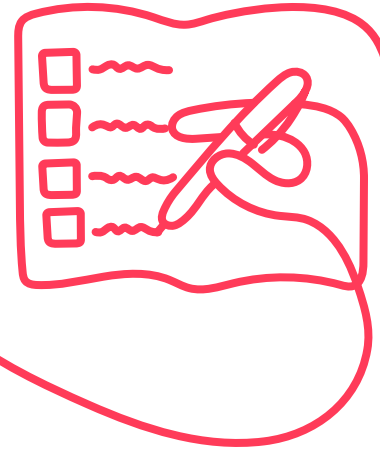
Mobile apps

Mobile apps on both Android and iOS come as standard now with most of the recognition platforms on the market, which can help encourage participation.



Support

Support for the implementation stages, ongoing support in best practices, help with new feature launches and also help to tie your recognition program to business goals.



Part 6

How to shortlist vendors

There are currently many rewards and recognition vendors on the market, which is good news because you're sure to find the right platform partner to exactly match your needs. However, the downside is that you must spend quite a bit of time evaluating and creating a shortlist of vendors, which can be tricky.

Here are the top things to consider for your shortlist.

Reviews

Take a look at reviews on software platforms like G2, Capterra, Google Reviews and any other comparison websites to find out how they compare to other platforms on the market. Find out what people love and dislike about the platform. You could also look at case studies on the vendor's website to get an idea of their customers, the results they achieved and how they use the platform.

It might also help to contact a fellow industry peer who has implemented a similar solution recently to gain insight into how the experience was for them and understand why they went with their chosen vendor over others.

Vendor credentials

This goes hand-in-hand with checking customer reviews. Investigate the vendor's business background and present health. Are they expanding or downsizing? How long have they been in business, and how big is their team?

Demos

The best way to judge the quality of a product is to see it for yourself. Signing up for demos can be the most effective way to learn about a product, the offerings and the support available. It is also a chance to get any questions you have answered and express your concerns.

“Being part of a large company, I definitely noticed a difference in our internal communication - we were able to build a bridge between our Central Office team and the larger Operational teams around the UK. Thanks to Mo, we can acknowledge employees, no matter where we are.”

Rhys, Capterra Review

Integrations

Integrations are a powerful way to create a unified view of your company's data across multiple applications. If this is an essential requirement for you, this can help you shortlist vendors.

For example, your company uses Microsoft Teams every day, and you feel it would be better for the company to have a recognition platform with a Teams integration. Or, if you have a large number of employees and want to ensure all the data is correct across the board, integrating with your HRIS system will be essential.

Value for money

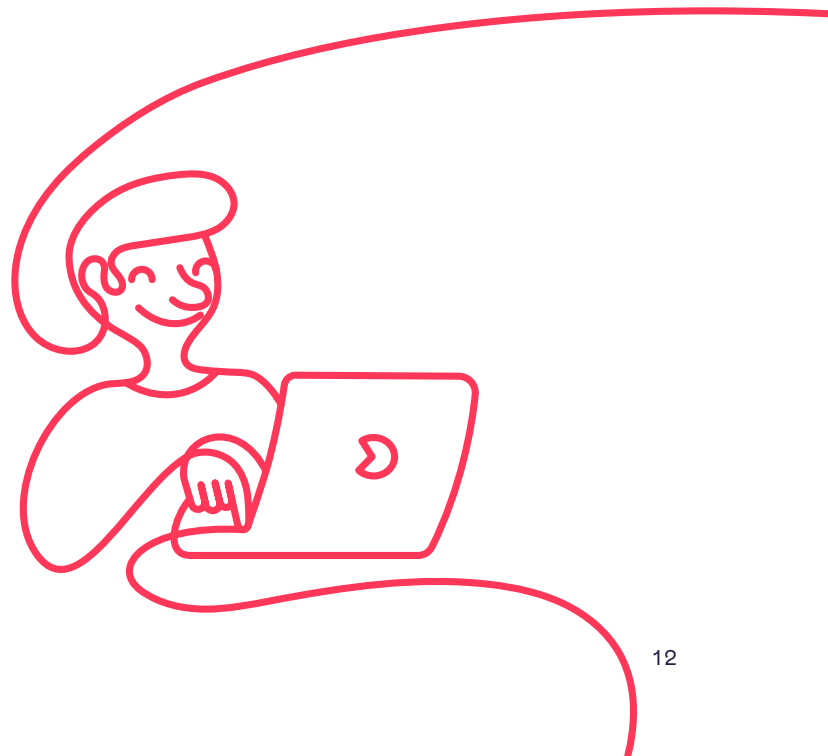
Once you have defined your business needs, you want to start looking for any standard and additional fees that may come with your top platforms. If you have an ideal budget, understanding fees will help you shortlist your top vendors.

Additional fees typically include onboarding fees, annual maintenance, setup or ongoing support, and features. You might want to clarify this at the demo stage if this isn't advertised on their website. Some of the standard fees you need to consider are:

In a world where managers are looking at us and saying 'we're having issues with turnover, how do I solve it' we can give them Mo to do exactly that.

Sarah Brocklebank,
HR Director, Atlas Hotel Group

- **Set-up fees:** This is usually a one-time fee for getting you up and running.
- **Subscription fees:** Some vendors on the market will charge a subscription fee which can be on a monthly, quarterly or yearly basis. It is typically calculated on a cost per employee over the subscription period. Many vendors will offer different subscription plans based on the workforce size.
- **Points-based reward system:** There are rewards and recognition platforms on the market that work off points-based rewards, and often there will be additional costs for the rewards you purchase from them. Other platforms will not charge additional markup on their rewards.
- **Customisation:** With some platforms, you can customise your solution with your logo, dedicated landing page, launch material, and intranet integrations which may come at an additional cost.



Part 7

How to get leadership buy-in for your recognition program

It can be nerve-wracking to pitch your idea to get leadership buy-in, but it's also an opportunity to make a case and demonstrate the need for a solution to what feels like a never-ending problem.

Here are tips on how to get leadership buy-in for your chosen **employee recognition software**.

1 | Engage stakeholders early

Depending on your leadership team's familiarity with **employee engagement** and the **importance of employee recognition**, you'll need to educate them early in the process.

HR teams, managers and leaders know that getting buy-in is more complex than ever before, but instead of being deterred by this, embrace the challenge.

By getting your stakeholders involved from the beginning, you will receive feedback and understand their priorities before the time to make your pitch comes

around. Create a list of requirements from across the business before diving in to ensure that your business case hits on all the points you need.

2 | What's the problem?

To capture your audience, you must define your organisation's problem. What are you proposing, and why are you proposing it?

A good initiative would be to create a mission statement:

*"As our HR lead, I want to **create a recognition-rich culture**. To do this, we need to create opportunities for people to celebrate success, recognise results, and appreciate their colleagues.*

We can achieve this goal by implementing an employee recognition platform, improving engagement and performance, and promoting a more inclusive culture".

Next, consider how your pitch can connect to your company's core values. If one of the core values is innovation. then

running traditional and old-school recognition programs isn't exactly innovative, is it?

Then, you can delve deeper into the stats. Support your argument with some statistics on employee recognition to get your point across. Here are a few ideas;

- According to a [survey](#), 82% of employees don't feel recognised enough, and 40% say they would work harder if recognition increased⁵
- According to [McKinsey](#), there are better ways to handle churn than well-intentioned fixes like bonuses or other financial perks. What employees actually want are meaningful interactions, and you can achieve exactly that through recognition⁵
- Lack of appreciation is one of the top [reasons why employees leave](#).
- There are many things professionals look for when job-hunting: salary, perks, company culture... the good stuff. Increasingly, people are looking for more. It's become apparent that new applicants seek out jobs in established employee recognition programs. It continues to be one of the [most important employer traits](#) candidates look for.

82% of employees don't feel recognised enough, and 40% say they would work harder if recognition increased.

- If you're hoping to recruit the top talent into your organisation — and keep them on board — having a good track record of employee recognition is essential.

3 | Why now?

If you cover your organisation's current state, you must create a sense of urgency.

Clearly illustrate that things are changing beyond the control of your company, and not addressing these outside forces will cause the business to become less competitive unless there is a solution in place.

Consider the cost of doing nothing about the problem. Discuss how lack of recognition can affect the business and impede corporate success, and bring in actual data where you can. The most successful business cases always include high-level facts about the return on investment of your recognition investment.

If you have engagement survey results or qualitative employee feedback, these can prove that a change is needed. The bottom line? Show them what's in it for them and what change will do for business.

4 | What's the solution?

This is where you will talk about your specific strategic recommendation and sell your proposed platform. It might be worth comparing a few different solutions to your chosen vendor.

When pitching employee recognition platforms, it can be helpful to show the different features of each option, including how much it costs per user, reward capabilities, integrations, analytics, mobile app, specific features, and more.

For example, if you were pitching Mo, you could talk about how we have a feature called **Boosts**, which allows you to automate prompts to share **Moments**, and this can help you build the habits of high-performing teams.

At Mo, we offer **monetary rewards** through vouchers from Amazon, Uber, Deliveroo, ASOS and other huge brands, but we also work with **Huggg**, a virtual gifting platform that allows you to send more meaningful delivered gifts to your team, such as flowers, cookies, a book of their choice, cocktail making kits, scented candles, stationery and lots more

You might also want to make your case for a digital platform over manual recognition, explaining how a purpose-built tool can make recognition easy and immediate. Manual recognition efforts can delay recognition to a point where it no longer feels timely or relevant. In contrast, digital

recognition platforms allow instant acknowledgement so you can recognise employees in the moment.

Manual recognition also offers little flexibility as most people rely on working in the same location for actions to be seen and acknowledged. The recent and sudden changes over the last few years have made it clear that businesses need to be flexible and ready to adapt.

Digital recognition platforms allow you this flexibility. Whether you're looking to boost morale through recognition or want to reward something noteworthy, you can do this immediately and from anywhere in the world.

5 | How much will it cost?

The first question that will come to mind during your pitch is the cost of implementing an employee recognition platform. When approaching cost, share benchmarks. The Society for Human Resource Management says that HR departments normally spend **1-3% of payroll on rewards and recognition**. However, some may spend up to 10%.

Highlight how much the platform will cost per user, what reward budget is in place already and any proposed changes you may have, and potential additional fees.

It will be important to demonstrate what the return on investment will look like over time.



Effective recognition leads to 41% reduced absenteeism



If you're calculating the ROI yourself, be sure to include:

- Improvement in turnover (according to **Gallup**, highly engaged business units achieve 24% less turnover'
- Improvement in productivity (**Gallup** found that engaged employees contribute 23% more profitability in highly engaged business units'
- Reduced absenteeism (**Gallup** also found that effective recognition leads to 41% reduced absenteeism)

If you make your case right, it should be easy to show that the investment in a new platform is nothing compared to the potential cost savings from reduced labour turnover, reduced absenteeism, and increased productivity.

6 | Focus on the benefits to the company

Now it's time to explain what exactly you're hoping to achieve with employee recognition software.

You could focus on the benefits of using an employee recognition platform. Here are a few ideas to include:

Productivity: Happy, motivated workers who feel appreciated are **12% more productive** than demotivated workers and think their efforts are rarely noticed. Recognising great work, in whatever form that takes, consistently results in **higher productivity** and more creative working.

Innovation: Staff who feel appreciated may also feel more confident about putting forward new ideas and offering

suggestions for improvements. Making sure your employees feel like a part of a team also builds resilience, allowing them to pull together to overcome obstacles.

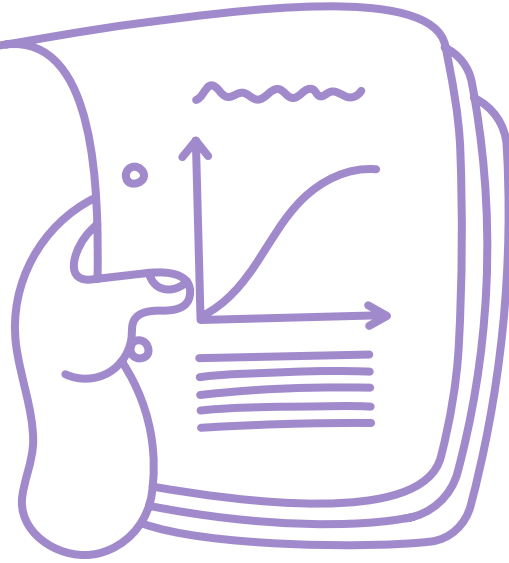
Lower turnover: Employees who feel seen and appreciated are also far less likely to look for a new role elsewhere. According to [Deloitte](#), high recognition companies have a 31% lower voluntary turnover than companies with poor recognition cultures.

You've probably heard that people don't leave jobs; they leave managers. Research shows that few employees are keen to leave a manager who **recognises their hard work** and publicly thanks them.

Connection: Employee recognition creates a ripple effect – great employees are highlighted and thanked, encouraging others to emulate them. Staff will also pick up the culture of appreciation and gratitude, often complimenting and thanking each other.

According to [Gallup](#), recognised employees are 5 times as likely to feel connected to their culture.

Overall wellness: Recognition creates an encouraging work environment where staff feel supported and valued. According to [Gallup](#), employees that feel recognised are 44% more likely to be 'thriving' in their life overall.

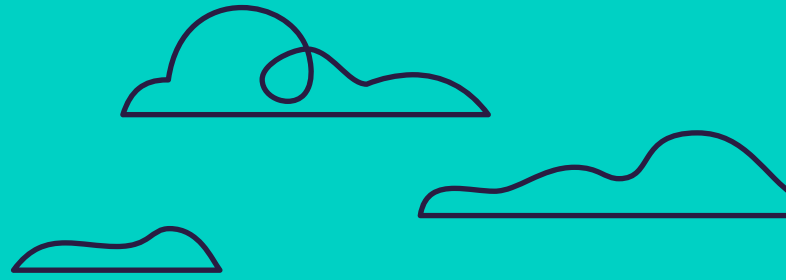


7 | Don't be an island

Before you finish building your business case, remember to find ways to integrate what you propose into other HR initiatives and consider how this will align with or support other key initiatives throughout the business. Not only does this help make your case more compelling, but stakeholders will appreciate that you see the bigger picture.

It might even be worth connecting with other HR leaders in the space who are actively using employee recognition tools and have achieved their desired results. You aren't the first to pitch what seems like a crazy idea to improve your employee experience, and you certainly won't be the last!

Stay determined and put yourself in your leaders' shoes to know how to build a strong proposal at the table. And hopefully, you'll get the approval you need to get everything across the line!



Part 8

How to measure the success of your employee recognition

Most organisations fail to measure the success of their recognition programs because they are unsure how to do it correctly. Here's what we recommend:

Driving change

Performance goals

Although this may seem an intangible way of measuring the success of your employee recognition efforts, carefully assessing the known behaviour patterns of your employees can help you understand the effectiveness of your recognition program.

Top performers

By using a platform like Mo, you will get an idea of who uses the system most. Whether it's managers sharing the most Moments of recognition or if there is a strong culture of peer-to-peer recognition with non-managers sharing the most Moments.

You also have the option to get a breakdown of the number of Moments an individual is involved in, and how many times they've connected with their colleagues in Mo.

Reducing employee turnover

Employee retention

Recognition programs can help organisations improve employee turnover rates. Analysing changes in employee turnover helps measure the success of recognition programs. One of our customers reduced turnover by 8% within their first year of using Mo!

One thing to remember when looking at retention is that there can be many other factors causing high employee turnover, like toxic workplace cultures or lack of growth opportunities, something that recognition programs alone can't fix.

Improving team collaboration & morale

Employee engagement scores

Measuring your employees' before and after satisfaction levels is an excellent indicator of success. Setting up employee satisfaction or engagement surveys allows you to assess the overall satisfaction levels and can also help you gather feedback on the program itself.

If you see an increase in employee satisfaction levels, you can be certain that your recognition efforts drive a positive impact.

Participation rate

The participation rate for your employee recognition program is the percentage of your team using your chosen software to send rewards to team members or share Moments.

If you have a participation rate of 80%, that's a sign you have a strong, recognition-rich culture within your company.

“Mo is breaking boundaries between departments and employees as it brings everyone together and rewards people for going above and beyond.”

Duncan Fung
Employee, Autolus

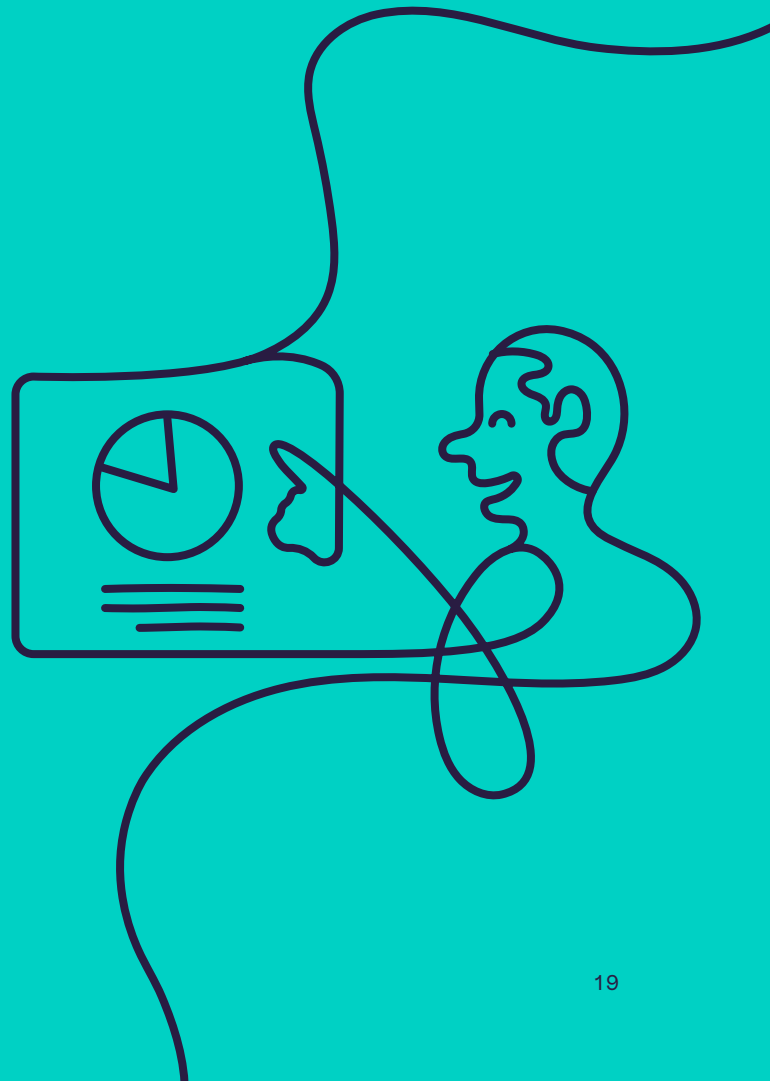
However, reaching a high participation rate is unlikely to happen within the initial implementation stages.

If you're seeing continuous growth, then it should indicate you're on the right track!

Ask your employees for feedback

By soliciting your employees' feedback, you can gain a better insight into their views and opinions on the program.

Find out what is going well, what could be improved, and any additional feedback your teams wish to share about the program or software used.



Part 9

How can Mo help?

Mo is an employee recognition and engagement platform that can help leaders improve collaboration and morale, reduce employee churn and drive change. Our platform creates a vibrant culture by developing team habits, encouraging people to celebrate success, recognise results and appreciate colleagues.

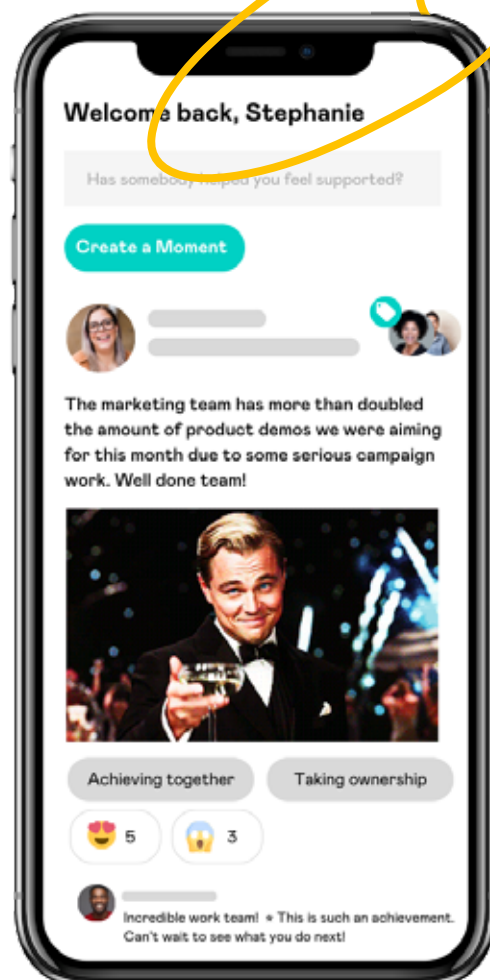
You can access Mo via web or mobile app, and there are also integrations with Slack and Teams.

Why we're different

Moments:

Mo is short for Moments. Anyone, whether that's manager-to-peer or peer-to-peer, can share a Moment (recognition post) to appreciate a colleague, celebrate a win, share a key result and lots more. Teams can share posts publicly or privately with specific people or the whole company. You can also pin special moments to a work highlights reel on your profile.

Moments can help you boost the visibility of employee contributions and desirable behaviours, automate triggers around the employee lifecycle to ensure teams never miss an important occasion and create a social recognition culture that boosts employee retention.



Boosts:

We all know we should take the time to celebrate wins, appreciate one another and share results, but unless we form new habits, it often doesn't happen. Our unique Boosts feature helps nudge teams to share and celebrate Moments that align with your goals, forming game-changing new habits over time.

Boosts can help you create a progress-oriented, collaborative culture that improves performance, drives change by developing new habits and rituals, and creates regular feedback loops for culture and engagement initiatives.

Rewards:

Elevate Moments of recognition with rewards and gifts. Our platform enables you to make an empowerment framework for your people with reward pots, simply issue and redeem rewards at the click of a button. You can also seamlessly report on the rewards received by your people, keeping the finance team happy.

No company credit card to use for gifts?
No problem, we can load cash into the platform for you!

Company Awards:

Mo makes automating, scheduling and sending out your company award nomination requests effortless. You can view results as colleagues nominate in real-time and issue the winners' rewards from the results page. Great for any monthly, quarterly or annual awards in your organisation.

Insights:

Understand usage stats and employee behaviours across the organisation. Segment by location, department and characteristics to more effectively partner with the business areas.

Our platform intelligently uses behavioural insights to drive changes through targeted prompts to increase employee adoption without the need for you to campaign to drive usage.

Occasions:

The best way to never miss a moment that matters to a colleague. Mo provides leaders and teams with subtle nudges and prompts to celebrate important occasions such as their first day, birthday, or work anniversary.

BRANDS LIKE THESE TRUST MO TO HELP THEM BUILD A THRIVING CULTURE...



AXOL

harrier®



PUNCH



Quark

William HILL

Free business case template

Business cases can be adapted for any type of business project. This template is simply an outline designed to help you explain the benefits and risks of your reward and recognition project to key stakeholders.

DATE:

PROJECT NAME:

SUBMITTED BY:

PROJECT APPROVED BY:

DATE APPROVED:

Executive Summary

This is where you provide a concise overview of the problem and briefly explain how your rewards and recognition program is going to address and solve the problem

Problem

Identify the problem your rewards and recognition program is going to address and how it relates back to the goals and mission of the organisation.

Analysis

Provide any research or data you have collected which lead you to deciding a rewards and recognition program is necessary, and use this space to explain what you need from your team.

Finances

How much is the reward and recognition program going to cost? If applicable, also include how much budget you will need for rewards.

Other Possible Solutions

Are there any other solutions to help with your problem? Outline them here, and add detail as to why they wouldn't work as well.

Recommendation

Show why a rewards and recognition program is the best solution. If there are any risks associated with a rewards and recognition program (such as leaders not buying into the program), then list them here and how you plan to address these.



For more information, visit [Mo.work](https://www.mo.work)