

## Building a Culture of Recognition - Recruiting, Retaining & Inspiring Employees

I Love Rewards builds online points-based reward programs that drive the employee behaviours most important to companies.

I Love Rewards wanted to build a 'culture of recognition' and needed a way to reward, recognize, and motivate their staff in a way that would boost employee morale and increase productivity.

Taking this one step further, I Love Rewards also wanted to attract the best and brightest new recruits to the company by positioning themselves as a highly desirable place to work. Confronting their shortcomings and examining the success stories of other companies, I Love Rewards began developing their own employee incentive program.

Based on the best practices knowledge they acquired and through extensive feedback from employees, I Love Rewards developed a points-based rewards program, the Employee Applause Program. It is a program that rewards employees with points for numerous behaviours that the company has identified is important for their success.

The Employee Applause Program offers multiple ways to provide points, including administrator uploads, peer-to-peer online recognition with or without approval, or immediate recognition through new 'PointsCard' technology. The program is consistently communicated at internal events, keeping recognition top of mind. The points-based system empowers employees to get the brand-name rewards they want, when they want them.

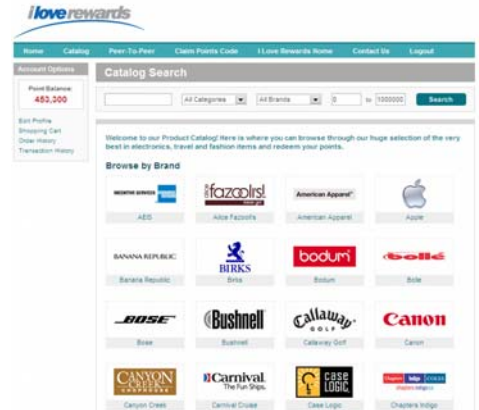
*"Our number one priority is to recruit, retain, and inspire great people. Our internal 'Applause Program' contributes to building a culture of recognition and aligns with our company's vision. A rewards and recognition program is an investment in people, not a cost."*

*Razor Suleman, CEO, I Love Rewards Inc.*

I Love Rewards was named one of Canada's Top 100 Employers of 2007 & 2008 by Maclean's magazine, and one of the GTA's Top 50 Employers of 2007 & 2008 by the Toronto Star. I Love Rewards is a champion of practicing what they preach, providing custom incentive rewards programs for North American businesses.

The success of the organization is also evident through the investment in employees. In 2007, I Love Rewards was named the 12<sup>th</sup> Fastest Growing Company in Canada by Profit Magazine.

The unique and spirited company culture continues to grow and thrive at I Love Rewards, and is reflected in the company's continued success.



### CUSTOMER PROFILE

I Love Rewards Inc. is one of North America's leading incentive companies, providing innovative solutions for driving employee and sales force motivation through online rewards and recognition programs.

### CHALLENGE

We wanted to build a culture of recognition and set a vision to continually recruit, retain and inspire great people. We required development of a scalable rewards system to handle our growth and learn best practices for the benefit of our customers.

### SOLUTION

We developed and designed 'I Love Rewards Express', an easy-to-launch and simple-to-use online rewards and recognition program that we call our 'Applause Program'. It is the same technology we use to provide programs for our customers.

### RESULTS

Positive impacts include a retention rate of over 90% in the last three years. Awards include Canada's Top 100 Employer & GTA's Top 50 Employer in 2007 & 2008, and Profit Magazine's 12<sup>th</sup> Fastest Growing Company in Canada 2007.