guusto

Employee Recognition for **Retail**

The Complete Guide

Introduction

Hi there!

Skai Dalziel and Joe Facciolo here. We are the co-founders of Guusto – a simple, automated online gifting program built to help HR leaders create impactful employee recognition and appreciation within their companies.

We've created this resource specifically for the retail sector because we believe that employee recognition could play a vital difference in creating a better future for retailers during this challenging period.

In this guide, we'll explore:

- The challenges facing retailers in the current landscape
- A model for creating great retail culture
- Barriers to building culture in retail
- Why employee recognition could be key
- Why most recognition programs don't work for retail
- 6 steps for building effective retail recognition programs
- How Guusto's features are designed to fit retailers' needs

The guide also includes a fillable worksheet to develop your action plan for implementing recognition, as well as other practical tips and insights along the way.

Through it all, we'll demonstrate how recognition can help retailers to transform their cultures, boost recruitment and retention, and foster long-term career growth to create a sustainable talent pool.

We hope you find it helpful.

Muucho Guusto!

Joe Facciolo
Founder and Chief Sales
and Marketing Officer

Skai Dalziel
Founder and Chief Product
and Client Success Officer

The Current Retail Landscape

4 challenges facing retailers today

These are challenging times for retailers, with a perfect storm of factors combining to make it difficult to attract, retain, and develop staff. Here are 4 of the biggest challenges facing the industry today, according to industry experts, managers, and frontline staff.

The pandemic has taken a toll on retail culture and morale

Retail workers, particularly those on the frontline, were invaluable during the pandemic, helping to provide an essential service to the public during an unprecedented crisis.

But it took a toll. Retail staff had to deal with a range of new workplace stresses, such as enforcing health and safety protocols with non-compliant customers, staff shortages, and supply chain issues.

This all happened in an environment where they needed to put their health at risk every day just to come to work. For retail workers in non-essential stores, job security was also a threat, with repeated lockdowns resulting in temporary layoffs.

All of this has left retail workers feeling overworked, stressed, and under-appreciated.

> " There were some points where I would wake up, I would go to work, I would get beaten down by customers, beaten down by management...and it really took me to some dark places.
>
> *Former Best Buy employee*

There is a growing disconnect between retail staff and management

In some cases, the stresses on retail staff during the pandemic has led to a disconnect – and even a distrust – of upper management. Poor communication, a lack of transparency, and a lack of recognition have all contributed to the divide. Arguably, these are long-standing issues in the sector that have only been exacerbated by the pandemic.

> If you look at any employee engagement survey in retail over the last 15 to 20 years, communication engagement, recognition and relationship with managers are the three largest drivers of an individual's likelihood to stay with the business. So it's been a very long-standing issue.
>
> *Jordan Ekers, Co-founder and COO, Nudge*

The Great Resignation has hit retail hard

The knock-on effect of these challenges is that the retail sector has been one of the hardest hit industries in 'The Great Resignation'. Quit rates in the US alone climbed as high as 4.4% by October 2021.

By the time the 2021 holiday season came around – traditionally the sector's busiest season – there were 176,000 fewer people employed in retail than in February 2020, before the pandemic started. This is despite the average weekly retail wage increasing by 13% during the same period.

This staff shortage serves to further increase the pressure on employees, but it also affects customers.

> If you're the customer, it clearly impacts customer service, both directly and indirectly. It translates into fewer open hours and retailers forced to shut specific locations with isolated pockets of staffing challenges. These employment challenges work all the way upstream into the supply chain.
>
> *Nate Shenck, Head of Retail, North America, Boston Consulting Group*

Retailers are losing the 'War for Talent'

Unfortunately, many retailers are finding it difficult to bridge the gap. Many staff who left the industry or retired during the pandemic due to lockdowns have not returned, and the advantages offered by remote work – such as flexible work schedules and the ability to work from anywhere – provide pull factors the sector simply cannot offer.

Competing frontline sectors like hospitality and food services are also raising wages to lure talent, resulting in more switching across industries.

> " The increase in quits is mostly about low-wage workers switching to better jobs in industries that are raising wages to grab new employees as fast as possible. From the quitter's perspective, that's a job hop. The low-wage service-sector economy is experiencing the equivalent of 'free agency' in a professional sports league.
>
> *Derek Thompson, The Atlantic*

How can retailers build for the future?

The answer, according to many, is a more focused and concentrated effort to build better culture across the sector. Retailers need to work together to **improve employee experience**, provide more **sustainable career paths** to retain employees, and **unify culture** in the frontline and head office.

Most importantly, they need to make sure their employees feel supported, happy, and recognized for the important work they do.

> " Frontline workforces are finally in the spotlight as the essential, incredibly hardworking employees that they've always been. These workers can do incredible things with the right tools, knowledge, and support… As we come out of this challenging period, it's time to take a hard look at who this workforce is, what they want, and how we can support them to help us rebuild – and thrive.
>
> *Lindsey Goodchild*, *CEO, Nudge*

Reinventing Retail Culture

A model for creating great retail culture

At Guusto, we think deeply about what great culture really is. For us, it's a company where people have:

- **P**urpose
- **O**pportunity
- **W**ellbeing

We call this the **POW Model for Company Culture**, and it can serve as a framework for retailers to drastically improve their employee experience and attract and retain talent.

Why Purpose?

For people to truly 'buy in' to a company, they need to feel connected to the company's **Purpose**. They need to understand how their job is **meaningful** and their **contributions are impactful**. Once they do, they will pursue their work with **passion**.

As millennials and Generation Z come of age, a sense of purpose has become a driving factor in the careers of a large majority of today's workforce, and it is crucial for retailers to connect with this need to attract talent.

58% of retail workers say that a sense of purpose makes them feel more engaged and motivated at work.

Source: The Deskless Report: Retail Edition, Nudge

Why Opportunity?

People in today's workforce need to feel they have **Opportunity**. Not just promotions and pay increases, but the chance to develop **new skills**, feel **challenged**, have **a voice**, and experience **success**.

This is especially important for retailers. In order to cultivate a sustainable talent pool moving into the next decade, the sector needs to move away from the traditional perception of a retail job as a short-term gig, and provide staff with clear paths to long-term career advancement.

> "Retailers need to explore ways to make jobs more satisfying and fulfilling and to provide employees a path to a sustainable career. Pay and benefits are one thing, and many studies show the challenge of making a living wage in retail. But there are a bunch of other non-pay factors that retailers need to consider. It all comes down to changing the employee value proposition.
>
> *Nate Shenck, Head of Retail, North America, Boston Consulting Group*

Why Wellbeing?

To do their best work, people need to feel a sense of **Wellbeing**. They need to feel part of a community that is **inclusive**, where they are **safe** and **supported**.

This is perhaps the most important factor to consider in retail culture going forward. The unprecedented pressures of the pandemic have been particularly noticeable among frontline and junior staff.

In a UK-based report, an incredible **84% of retail workers stated that their mental health has deteriorated** during the pandemic, with many reporting increased anxiety, poor eating and sleeping habits, and mood changes.

Worryingly, the same report showed that **91% of managers had noticed mental health issues** among staff, but **28% didn't feel they were being given enough resources** from their employers to help them.

> This has been an exceptionally challenging year for everyone in retail. Health, wellbeing and especially mental health must continue to be at the very centre of the retail conversation as we make plans for the route out of Covid and prepare to come back stronger.
>
> *David Potts, Chief Executive, Morrisons*

Barriers to building culture in retail

Creating consistent, aligned, sustainable culture in retail isn't always as simple as it is in other industries. The unique makeup of the sector, the diversity of its workforce, and the current landscape all bring potential challenges that retail HR leaders need to keep in mind, such as:

'Microcultures' across different locations

Most larger retailers have different branches scattered across several locations. These stores often operate very independently with little cross-communication or collaboration. Left alone, these disparate locations can be breeding grounds for microcultures, where each store develops its own way of doing things based on localized priorities or the working style of specific managers and staff, rather than any shared values or ethos.

> As I walked into one store, the entire crew seemed sluggish, bored and indifferent toward customers. Conversely, the next store I visited, only a few minutes away, was filled with laughter, smiling faces and genuine concern for the customers. Not only could I feel this immediately from the salespeople, but from the customers in the store as well. Everyone seemed to be enjoying themselves. When I met with both managers the next day (neither were in their stores when I was there), I was easily able to match up the managers with the stores in their charge.
>
> *Harry J. Friedman*, *Founder/CEO, The Friedman Group*

Divides across different business functions

Of course, a typical retail workforce isn't just made up of in-store staff. There can also be office staff (working both remotely and in-office), logistics and delivery teams, and sometimes even manufacturing arms. Within these functions there might be several subfunctions, such as dedicated marketing or e-commerce teams, departments for specific product lines, and more. With so many people working in such a diverse range of roles, how do you create a consistent culture?

Inclusivity

This diversity of different job functions, levels, and locations also means that the retail workforce is incredibly diverse.

A typical retailer can employ people from all walks of life, with different job functions attracting people with different backgrounds and qualifications. Retail employees also span several generations, with everyone from students to seniors filling roles.

While this diversity can be a tremendous plus, bringing the benefit of a range of different voices, attitudes, and ideas, it can also make it difficult to create a unified, inclusive culture where everyone at the organization has a sense of belonging.

Turnover

Another challenge to creating strong culture in retail is the historically high turnover rate in the industry. Retail turnover isn't necessarily always a bad thing. Often, it can simply be the result of employees reaching their natural end point with your company – such as students graduating from school and moving onto jobs in their chosen field, or temporary staff leaving at the end of the holiday or summer seasons.

Still, it creates a problem for HR leaders in the industry. How can you instill your values in your people if they're constantly cycling in and out of the company? And how do you convince more people to see retail as a long-term career option rather than just a temporary gig?

Irregular hours

This is compounded by many frontline staff working irregular hours, as well as the large number of part-time and seasonal employees in the industry. When there's no consistency in the people you work with day to day, the shared experiences that build togetherness in teams don't happen.

Employee Recognition: The Key to Better Retail Culture?

So, what can retailers do to transform their culture? How can you align employees across job functions and locations? How do you encourage employees not just to stay with you, but to consider a career in retail as a long-term option? And how do you create a more positive, rewarding employee experience for your hardworking retail staff?

Employee recognition just might be the solution. When used strategically, recognition can help you unify your culture, encourage long-term development, and improve your employees' morale and sense of wellbeing.

How recognition... unifies culture

Unifying culture is probably one of the hardest problems for retailers to solve. How do you ensure frontline staff and head office are pulling in the same direction? How do you stop microcultures developing in different stores? How do you maintain a shared ethos to guide the actions of so many diverse groups of professionals doing very different jobs?

Training can help, of course. You can try to impart your values and vision to your employees during the onboarding process, and reinforce it through further training and team-building activities as they continue to grow with your company.

But if this reinforcement isn't happening regularly, it's not uncommon for culture to drift. Bad habits creep into the daily work of teams and individuals, compromises are made to serve short-term goals, and things go off track.

This is where employee recognition can help. When used strategically, employee recognition can be a tool to **turn culture into habit**.

Reinforce your core values

At Guusto, we recommend that you align your recognition program with your company's core values, by setting each value as a gift reason in your system.

This way, any recognition your team members receive will be tied to one of those values, serving as a reminder to them of what your company stands for, and how that translates into their day-to-day work.

It's a simple but incredibly effective step you can take to unify your culture, and can be applied to any branch of your business, regardless of the specific roles and responsibilities of staff.

Unite staff around common goals

One of the drawbacks of other retail rewards options like sales incentives programs is that they are not inclusive. Your sales staff will get a nice reward, but what about your stockroom workers, or your admin staff, or security team, or everyone else who works hard to provide them with support?

When rewards aren't inclusive, your people won't work towards the same goals. Sales assistants, warehouse workers, delivery staff, and everyone else in your company will all focus on their own individual departmental priorities, rather than working for the good of your company as a whole.

But if they can *recognize each other* for their contributions, everyone will start pulling in the same direction. They'll know that staff across different departments, branches, and arms of the business value their efforts, and be more eager to help.

Encourage collaboration

This shared direction will result in an increased sense of connectedness throughout your organization, and lead to more collaboration across departments, seniority levels, and job functions.

You can even use recognition to encourage teamwork among your staff by recognizing people who work together and encouraging them to recognize one another when they collaborate.

How recognition... boosts retention and long-term growth

In the current climate, reducing turnover is the number one priority for a lot of HR leaders in retail. With the hiring market so competitive, retailers don't just need to keep good people, they need to encourage long-term career development to maintain a sustainable talent pool in the next decade.

Recognition can be incredibly useful in this regard, helping retailers retain staff by making retail work environments more enjoyable and welcoming. Not only that, but it can be used as a strategic tool to help **empower employees to grow** and develop in their roles, and begin to see the potential for a long-term career in the sector.

Change perceptions

One of the reasons people are reluctant to stay in retail careers is that it can be perceived as a thankless job. Implementing a recognition program gives you a chance to change that mindset. The more positive, supportive, and enjoyable the retail environment is for your staff, the more likely they are to want to stick around.

Equip managers

In most retail environments, managers have limited tools to motivate, engage, and mentor their employees. They have little control over compensation and other benefits, and may even have limited say in what kind of training and development opportunities are offered to staff.

Recognition can be the most valuable tool they have for this purpose. It allows them to provide a tangible reward to employees when they excel, and further incentivize good work. They can even use it to encourage long-term growth by setting goals with employees for learning and development and rewarding them when they meet their targets.

Empower employees

Recognition doesn't just help employees feel seen, it also helps them feel heard. Either monetary or non-monetary peer-to-peer recognition can allow employees to let their colleagues at all levels know what they appreciate and value.

In a sector where junior employees can often feel like they don't have much of a voice, this can be tremendously empowering, giving them the agency to make themselves heard.

Not only that, but managers can also use recognition as a tool to encourage employees to take more ownership and agency over their work, simply by rewarding them for doing so. Cultivating these traits can help you to groom more junior staff for future leadership roles.

How recognition… transforms retail employee experience

There's no denying that retail can be a tough job at times. While there are a lot of things that are rewarding about jobs in the industry, retail staff sometimes have to deal with difficult customers, work unsociable hours, and get run off their feet in a demanding, fast-paced environment. All of this was only exacerbated by the pandemic.

As we move beyond the crisis, recognition can play an important role in creating a better, more rewarding employee experience for retail staff.

Boost morale

Introducing a recognition program in and of itself could provide a huge morale boost to your employees. Studies have shown that even non-monetary recognition can have a significant impact on morale, with employees reporting feeling more valued, motivated, and supported.

Experts also believe it can boost energy levels, both for those who receive recognition and those who give it.

> " A powerful ritual that fuels positive emotions is expressing appreciation to others, a practice that seems to be as beneficial to the giver as to the receiver.
>
> *Tony Schwartz, CEO, The Energy Project*

At a time when many retail workers are feeling the stresses of their jobs, recognition could be just the pick-me-up your team needs.

Foster inclusivity

Inclusivity is a top priority for many retail leaders right now, and with good reason. The retail workforce can be incredibly diverse, with employees across the sector of many different ages, backgrounds, and education levels.

Employee recognition can be a useful tool to foster inclusivity in your company by helping to create a sense of belonging across your entire staff.

Cultivate wellness

Recognition can also be an important part of creating a healthy work environment for retailers, helping to create a positive, caring atmosphere.

You can even take this a step further by using your recognition program to incentivize wellness initiatives for staff, such as fitness challenges. You can offer rewards for those who take part to boost participation numbers and help build excitement among your staff.

Why most recognition programs don't work in retail

Some of you might be reading this thinking:

"Wait a minute, we've tried a recognition program before and it didn't work!"

It's true, employee recognition has been historically difficult to implement for retailers in the past. Most programs aren't built to match the specific needs of the sector, and HR leaders looking to put effective recognition in place face a number of obstacles.

Fortunately, by choosing the right system and planning carefully, you can still create an impactful program that serves your unique needs. Here are some of the most common problems retailers face when trying to implement recognition, and their solutions.

Company email addresses

Most employee recognition software programs are 'closed loop' systems, meaning that users require a company email to be included. In a sector where roughly 80% of employees don't have a company email address, this can create a few problems!

Solution: Choose an 'open loop' recognition system that allows you to securely add team members on any email.

Deliverability

As a retailer in the modern world, you probably have staff in many different walks of life. Depending on the size and scope of your organization, your staff might include employees in stores, offices, factories, warehouses, and working remotely.

How do you make sure they are all included in your recognition program? Frontline employees who don't spend a lot of time on their computers or mobile devices might need physical recognition options. Conversely, remote staff won't be able to see a wall of fame displaying employees of the month or top performers.

Another issue is the time between action and reward. Recognition is best when it's instant, and when an employee has to redeem enough points, order an item from a catalog, and then wait for it to be shipped, the time delay lessens its impact. It effectively breaks the feedback loop, and the value of reinforcing positive behaviour is diminished.

Solution: Make sure your recognition program offers both physical and digital recognition options.

Limited choice

On the subject of inclusivity, how do you make sure that your program offers rewards that appeal to a workforce as diverse as retail?

The part-time student cashier might love a pair of AirPods, but the senior working as a greeter at the same store likely won't. A 50-year-old executive at your head office might appreciate a new set of golf clubs, but the 30-year-old store manager would probably prefer to put that reward towards a weekend family getaway.

The problem is that a lot of recognition programs still use an outdated catalog system that offers limited rewards, often with large markups and shipping costs attached. This limited choice means that while some of your people will be happy with the rewards on offer, a larger majority won't get something they really want.

Solution: When choosing a recognition platform, consider the rewards they offer carefully, and make sure they are flexible enough to appeal to a range of different personalities.

"Everyone gets a budget"

The majority of recognition programs are usually all-inclusive peer-to-peer systems. If you want a team member to be able to receive recognition, they also need to be able to send it. Each team member needs a minimum budget or number of points to give out every month.

While providing budgets to all staff for peer-to-peer recognition can definitely be beneficial, it simply doesn't make sense for some retailers. Depending on your organizational needs, you might prefer a system where only managers have budgets, or budgets apply to all full-time staff but not to part-time or seasonal workers.

Solution: Find a recognition platform with flexible permissions and budget allocations.

Cost

Giving everyone budgets isn't just a potential problem from an organizational perspective, it also comes with a huge cost. For retailers with thousands of employees, the finances required to allocate any kind of meaningful budget to each person could make launching a program impossible.

On top of that, most recognition programs charge subscription fees for each employee on the system, and may even try to tie you into minimum funding commitments and contract durations. When you're still uncertain whether a program will work, the last thing you want is to be locked into a huge financial outlay from the get-go.

Solution: Find a recognition platform with flexible permissions and budget allocations **that doesn't come with mandatory subscription fees, funding minimums, or lengthy contracts.**

"We'll just create an in-house program instead"

One solution a lot of retailers have used to solve this problem is to run their own in-house programs. In theory, this allows them to tailor their program to their company's needs and preferences. What could go wrong?

In reality, in-house programs are a major headache to administer. It takes an awful lot of time and effort to manually send rewards, track budgets, DEI, and inclusivity, and report on complex financial aspects of the program like taxable benefits.

In-house programs are also often applied ad hoc across different locations and departments of a retail organization, meaning everyone at the company ends up using disparate systems. Some stores or departments might even have no form of recognition at all.

Guusto does retail recognition differently

Unlike other recognition platforms, Guusto is perfect for retailers. We offer:

- An open loop platform – no company email required
- Customizable permissions and budgeting – only pay for gift senders
- Flexible rewards – redeem at 60,000+ global merchant locations
- Physical and digital delivery options – no one gets left out
- And more!

→ Learn more about Guusto for retail here

Making Recognition Work for Retail

6 steps to build effective retail recognition

Just because implementing effective recognition for retail is challenging, doesn't mean it can't be done.

With careful planning, the right solution, and buy-in from across your organization, you can create a recognition program that will drive real improvements in your culture, and help you better attract, retain and engage employees. Here's how to do it in 6 simple steps.

Step 1: Define your goals

What do you want from recognition? Are you looking to improve retention? Encourage growth and development? Align culture across your organization?

Defining your goals will help you figure out how to build a program that works for your organization, and give you some KPIs to judge its success.

Step 2: Consider your employees' needs

Who are you looking to recognize? Is it frontline workers, office staff, remote workers, or all of the above? Are your employees full-time, part-time, temporary, or (most likely) a combination of all three? Are they mostly younger, or older? Do they have company email addresses? How technologically literate are they?

You might feel like you know the answers to these questions already, but clearly laying out who the people that will be using the program are will help you make better decisions about your needs.

Step 3: Choose the right recognition platform

Once you have a clear understanding of your employees' needs, you can figure out what kind of system works best for everyone.

An important part of this is figuring out what kind of rewards you need to offer. Does the system you're considering offer reward options that will suit all of your staff, or is it too limited? Does it offer both physical and digital gift options?

You should also consider how you want your system to work. Do you want everyone to have a budget, or just managers and senior staff? Do you want non-monetary recognition options to get junior employees more involved? For retailers, flexibility in this area is usually key. You will want a platform that gives you plenty of options to customize how you use it.

Step 4: Educate your team

No matter how well you structure your retail employee recognition program, it won't be a success if your people aren't on board.

This is especially important in retail because staff in different stores and locations often won't have a lot of contact with each other. You can't rely on usage to spread naturally from one arm of the company to another, so it's crucial that you make every effort to encourage adoption across every level of the organization.

To make this happen, you should make every effort to get your whole team excited about your program. In the weeks leading up to its launch, communicate what employees can expect and how recognition will benefit them. Post-launch, continue to encourage adoption, and highlight instances where employees have recognized others publicly to show the value of the program in action.

Step 5 (optional): Start small and scale up

This is an optional step. While it is possible to implement a program across your entire organization straight away, it can be a big undertaking, and you won't have the chance to test the specifics of your program and see what works before you launch.

A good alternative, if your platform allows it, is to create a pilot program with a smaller number of employees first. For example, you could run it in a couple of your stores in specific locations, or in one particular department of your company.

By doing this, you can be sure that you've chosen the right system, given the right permissions and controls to employees at different levels, and designed a program your people will use and value.

Step 6: Monitor and Improve

After your program has been running for a while, you should have some measurable KPIs to determine its success.

Within the program itself, you can track your participation rates to see whether it has captured the enthusiasm of your employees. It might be helpful to compare your results at different locations and staff levels to see if there's any difference in adoption across your workforce.

You should also monitor employee feedback surveys, turnover, and other more macro organizational KPIs to see if there's a correlation between the program's introduction and any improvements.

This data isn't just about monitoring success and failure. You can also use it to coach managers to improve, identifying where they might be falling short and highlighting some of the benefits of the program that you've seen across the company as a whole to inspire them to take action.

Your results might also highlight some areas where the overall program can be tweaked and improved. By continuously tracking your performance, identifying problems and working to fix them, you can set your company up for long-term success.

Your retail recognition action plan

This worksheet will help you create a high-level plan for your retail recognition program. Simply answer the questions in each section. You can download this sheet as a separate document here to print and share with your colleagues.

Step 1: Define your goals

What do you hope to achieve from recognition?

Set out your goals (retention, engagement, productivity) in order of importance to your organization, and define KPIs to measure your success (turnover rate reductions, eNPS score, % productivity, etc.).

Priority	Goal	KPI
1		
2		
3		
4		
5		

Example:

Priority	Goal	KPI
1	Retention - reduce turnover by 5%	Turnover rate
2	Engagement - increase eNPS by 2 points	eNPS
3	Productivity - improve productivity by 10%	Productivity %
4	Program adoption - 40% of managers to send recognition in first month	Participation rate
5	Inclusivity - 60% of employees to receive recognition in first month	Recipient rate

How will you do it?

What is your planned investment in recognition? Start by defining your budget, but also any other resources you will be investing in to help make your program successful e.g. a communications plan to drive adoption when you launch, manager training to use the system, etc.

Budget: _____

Additional resources:

_____

_____

_____

Step 2: Consider your employees' needs

Who do you want to recognize?

Use this checklist to build a quick picture of the employees that will be included in the program. Check off any categories that apply in each section.

Employment status: ❑ full time ❑ part time ❑ seasonal/temporary

Age range: ❑ 18-25 ❑ 26-40 ❑ 40-55 ❑ 55+

Seniority level: ❑ executives ❑ managers ❑ senior staff ❑ junior staff

Locations:

❑ in-store

❑ office

❑ remote

❑ other (warehouse, deliveries, manufacturing, etc.): _____

Step 3: Choose the right recognition platform

System Requirements

Answer these 5 quick questions to help determine what you need from a recognition system. Having this information on paper will make finding the right system easier.

1. Do you need physical or digital delivery options for recognition?

   ❑ physical ❑ digital ❑ both

2. Do all participating employees have company email addresses?

   ❑ Yes ❑ No

3. Who will be given budgets to send recognition?

❏ managers   ❏ executives   ❏ full-time staff   ❏ part-time/seasonal staff

Total number of employees with recognition budgets: _____

4. Who else will be participating in the program (without recognition budgets)?

❏ managers   ❏ executives   ❏ full-time staff   ❏ part-time/seasonal staff

Total number of employees without recognition budgets: _____

5. Do you want employees to be able to send non-monetary recognition to each other?

❏ Yes   ❏ No

Budget

With the information above, you can put together a quick budget to estimate the monthly cost of your program.

Description	Qty	Subscription Fees	Gift Budgets	Total
employees with budgets to send recognition				
employees receiving recognition only			N/A	
non-monetary recognition participants (if applicable)			N/A	
Total per month				

Step 4: Educate your team

Recognition can have massive benefits for everyone across your organization. Note down some of the key benefits for different stakeholders here to help you educate them about using the program.

How will recognition benefit leaders (e.g. improved retention, productivity)?

_____

_____

How will it benefit managers (e.g. improved morale, easier training and coaching)?

_____

_____

How will it benefit employees (e.g. more rewarding work environment)?

_____

_____

Step 5 (optional): Start small and scale up

Pilot program plan

If you want to run a pilot program before rolling it out to your entire organization, use this sheet to put together a high-level plan.

Stores/Departments involved in pilot:

_____

_____

Pilot program budget: $_____

Total number of employees: _____

Total number of employees with budgets for recognition: _____

Pilot program duration: _____

Step 6: Monitor and Improve

As your program goes on, revisit your goals from Step 1 and see how successful you have been in achieving your aims, and to make an action plan for your next steps. You should do this regularly as the program continues to evolve.

3 Month Review

Goal	KPI Change	Next Steps
1		
2		
3		
4		
5		

6 Month Review

Goal	KPI Change	Next Steps
1		
2		
3		
4		
5		

1 Year Review

Goal	KPI Change	Next Steps
1		
2		
3		
4		
5		

Take the Next Steps with Guusto

Ready to build an impactful recognition program for your company? Guusto has helped several retailers large and small to create recognition-rich cultures that improve morale, engage employees, and encourage retention, productivity, and growth.

Only pay for gift senders

With Guusto, **you choose who gets budgets to send rewards**, and **only pay for gift senders**, with **no minimum budgets**. So if you only provide budgets to managers, you only pay for managers.

No company email required

Most recognition platforms are 'closed loop' systems that require a company email account for all users, meaning frontline workers can't participate. Guusto, on the other hand, is a completely open system. **You can add users with any email address** to your team.

Flexible rewards

Guusto offers flexible reward options to suit the diversity of the retail workforce. **Recipients can redeem gifts from 60,000+ merchant locations, so they actually get something they really want.**

We also offer Shoutouts, which allows you to send non-monetary recognition to colleagues. Shoutouts can be a potential cost-saver for your managers, allowing them to send additional recognition outside of their monthly budget, or you could add all of your employees to your team for a small subscription fee to facilitate peer-to-peer recognition at a low cost.

Inclusive

With Guusto, you can recognize in-store employees, office staff, logistics workers, and anyone else in your company all on one centralized system. Our platform offers tools to make it easy to use in any work environment. Our rewards are inclusive, too. Guusto offers web, mobile app and print-out options to ensure no-one is ever left out.

Easy admin

Guusto's centralized, intuitive tools make financial reporting and other admin tasks a breeze. Our reporting suite also includes comprehensive performance data, so you can measure your program's success, identify drop-offs in activity, and coach your managers and leaders to improve.

Scalable

Start small and grow! Guusto is designed to be scalable, meaning you can run pilot programs across different locations and departments before rolling it out across your entire organization.
This means you can test your program to see what works and identify any potential issues so that your final program will have the best chance of success.

> It is very helpful in that it saves a lot of time! Everything can be done virtually. Guusto is a wonderful option to easily and effortlessly reward employees, friends and family through a simple, virtual process that makes giving very easy. As we are in heavy online times, the Guusto platform utilizes technology to simplify the recognition process. It allows people to feel appreciated and let them know you are thinking of them.

Weiwen C, Retail Allocation and Inventory Management, Levi

Interested in finding out more? [Book a demo](#) with one of our client collaborators today to see Guusto in action. Alternatively, you can [sign up for free](#) any time!