

Communication, Rewards, and Recognition for Non-Desk Employees



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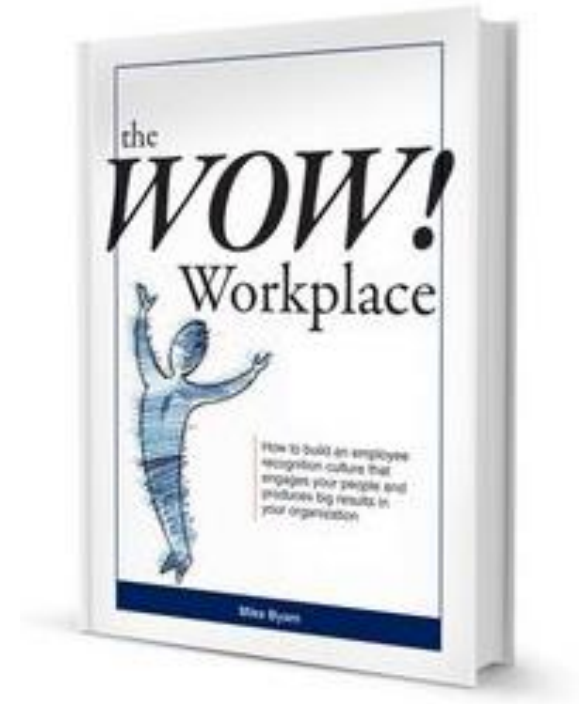
CHAT IN

Have a question?

Chat in and receive feedback immediately

WOW us and **Win!**

If we address your question live, you'll receive a complimentary copy of "The WOW! Workplace" by Mike Byam.



*Get involved and **be recognized!***

Q&A will take place at the end of the webinar, but you can submit questions any time using your tool tray on the right side of your screen.

OBJECTIVES

Understand the **importance of communication**, especially for effectively recognizing your workforce.

Learn how organizations can cut through the clutter and **connect with their non-desk workforce**.

Hear how **Hard Rock Hotel/Casino** communicates with non-desk staff and navigated through Covid.

What tools have you found most successful at communicating your messages to non-desk employees?

- a) word of mouth
- b) posters/ kiosks/ closed circuit TV
- c) postal mail or payroll inserts
- d) social media
- e) sms or personal phone calls

What percentage of your workforce **does not** have a company email?

- a) <10%
- b) 10-25%
- c) 26-50%
- d) 51-75%
- e) >75%



The average corporate email user
sends and receives
120 emails a day

<http://www.radicati.com/wp/wp-content/uploads/2011/05/Email-Statistics-Report-2011-2015-Executive-Summary.pdf>

No Email. Now What?



Communication Challenges

36% of leaders do not feel their organization's mission vision and values are clearly communicated to employees.

67% of leaders do not think employees understand how their recognition program works or how they can earn recognition

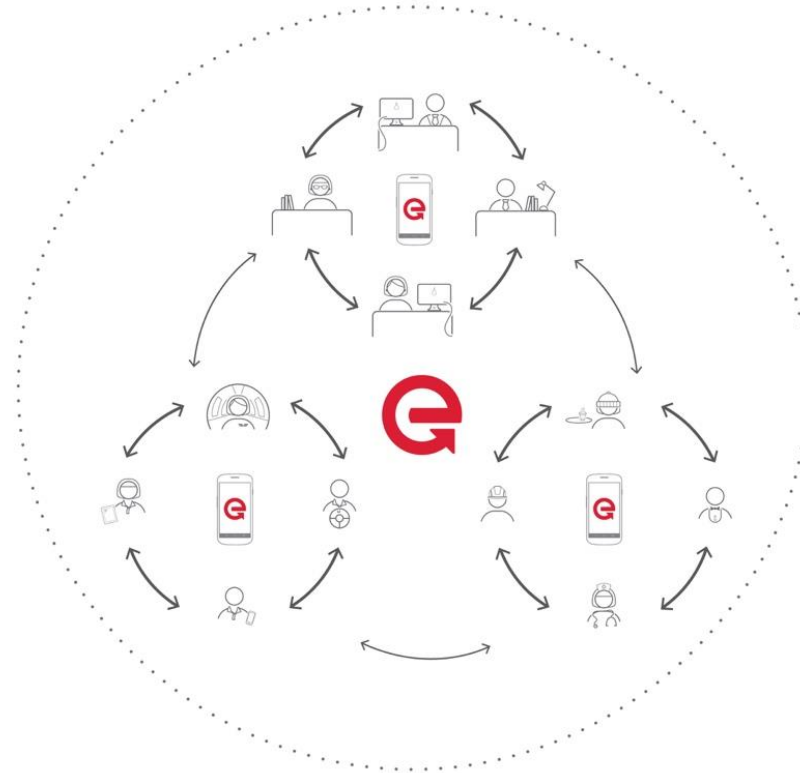
Terryberry Employee Recognition Survey

Recognition is the #1 Driver of Engagement
but only if employees receive it

Change your internal communications from chaos to **connection**



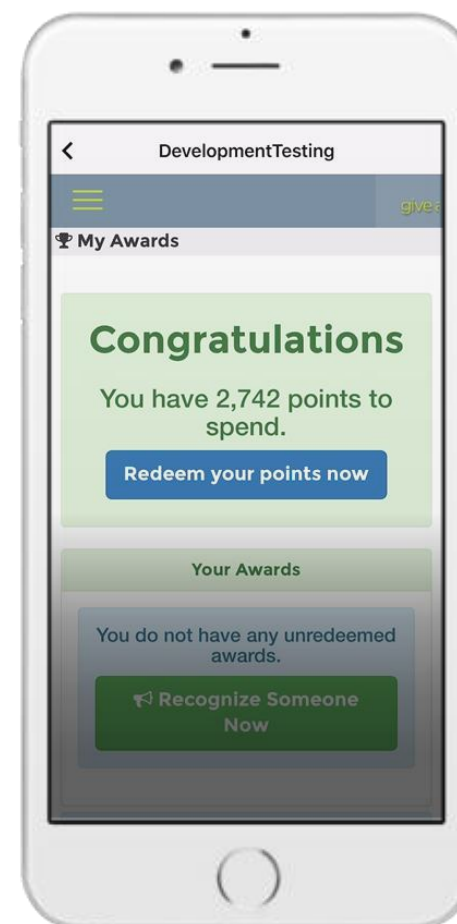
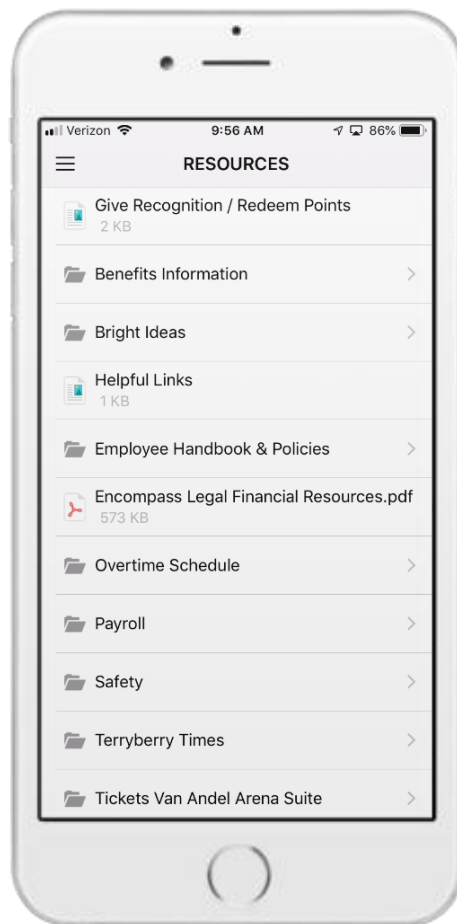
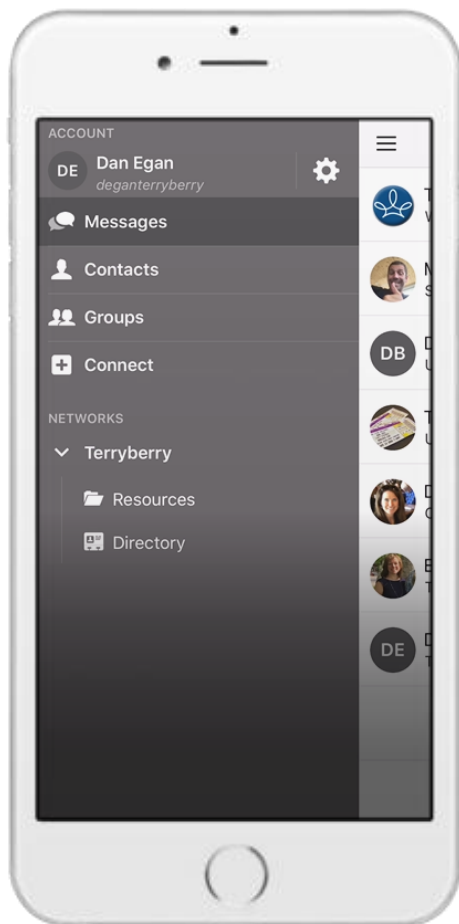
Chaos: Social Media, posters, text msg, direct mail, personal email



Connection: Red e App – single communication platform



in **red**eapp





- A \$1.5 Billion Dollar expansion in Hollywood, Florida
- 638 Luxury Guest Rooms
- 16,800 V-stick LED light fixtures
- 6 distinct laser light cannons, representing guitar strings shooting 20,000 feet up!
- 13.5-acre pool / Lagoon
- 19 restaurants, 20 bars and retail shops, nightclubs and a spa
- Performance venue (Hard Rock Live) accommodates 7,000 people

Case Study:

Hard Rock Hotel & Casino

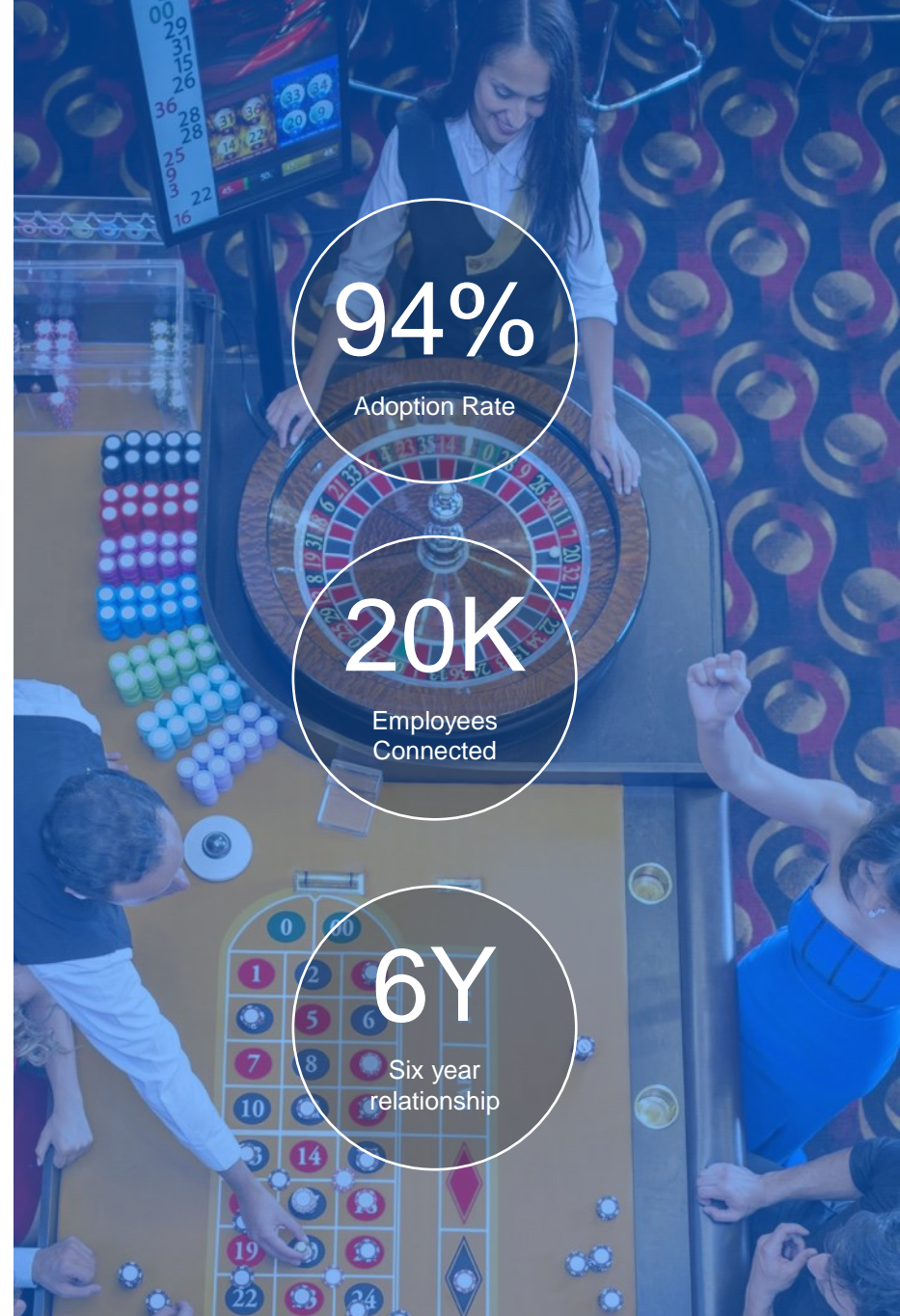
Challenge:

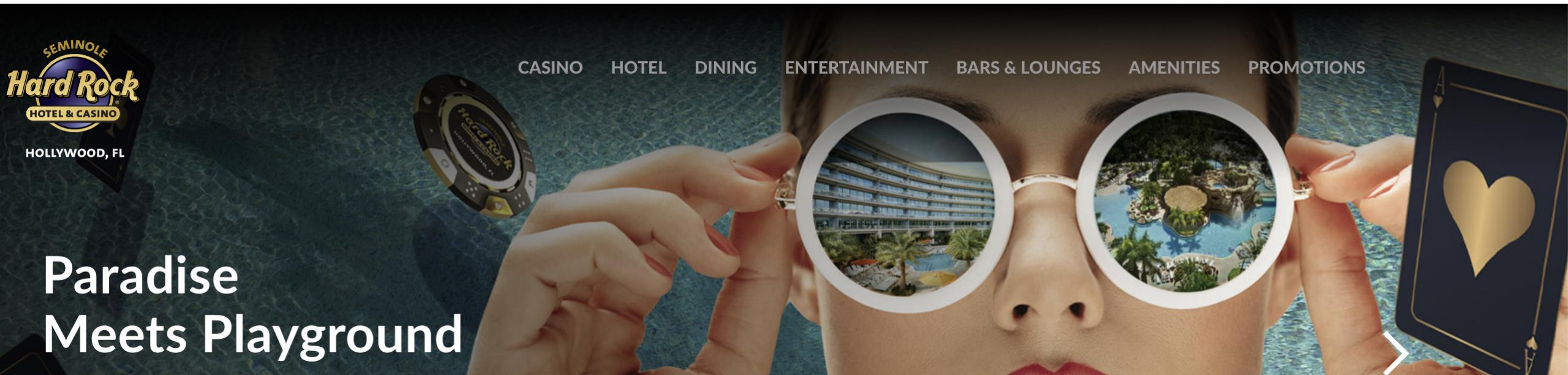
- Communication was a top 3 challenge as reported by employees
- Myriad of social platforms, disjointed, unsponsored, unfiltered and uncoordinated
- No globally scalable, single point of access technology for employee engagement or optimization

What Red e App Provided:

- Red e App standardized connection of **every employee AND every manager** – maintained the relationships and created relevant information and communication to every employee
- These **structured connections enabled optimized team communication and shift changes**, which helped the company stay agile under a variety of operating circumstances such as; weather, convention staffing, VIP events, and especially during the pandemic.
- Enabling smooth operations post pandemic at **70% of original staffing levels** for new site
- Delivering Terryberry rewards and recognition with **82% engagement** on the Red e App highway
- Red e App is now used by 20,000 employees across Florida, Sacramento, Cincinnati, Gary, Atlantic City, Rockford, Punta Cana and Ottawa Canada

“The majority of team members don’t have access or use email... it’s not effective or efficient to call 20,000 people whenever we have an update. From a training and engagement standpoint, I don’t know what I would do without Red e app.” - Meaghan Ryan, VP Human Resources



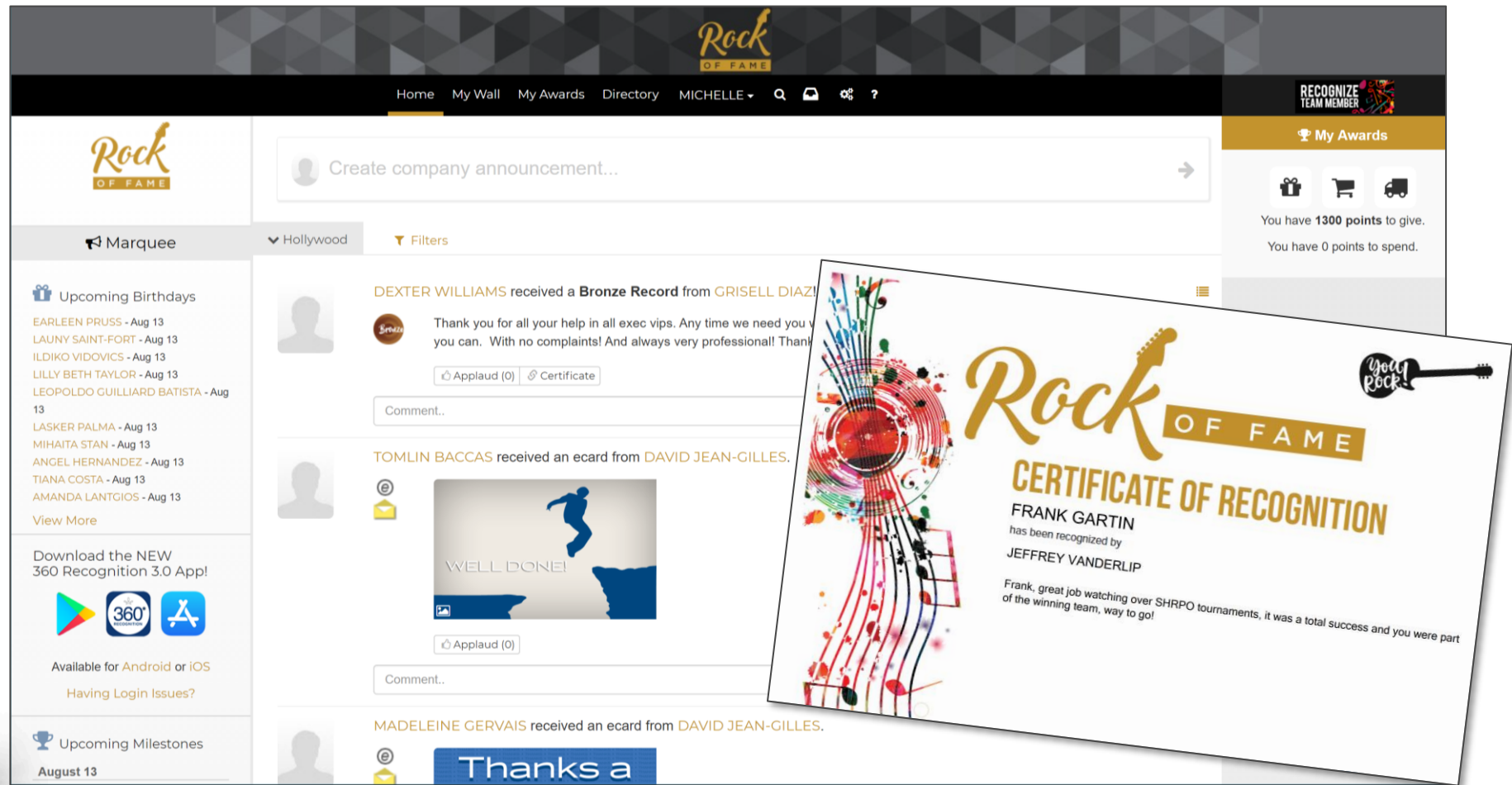
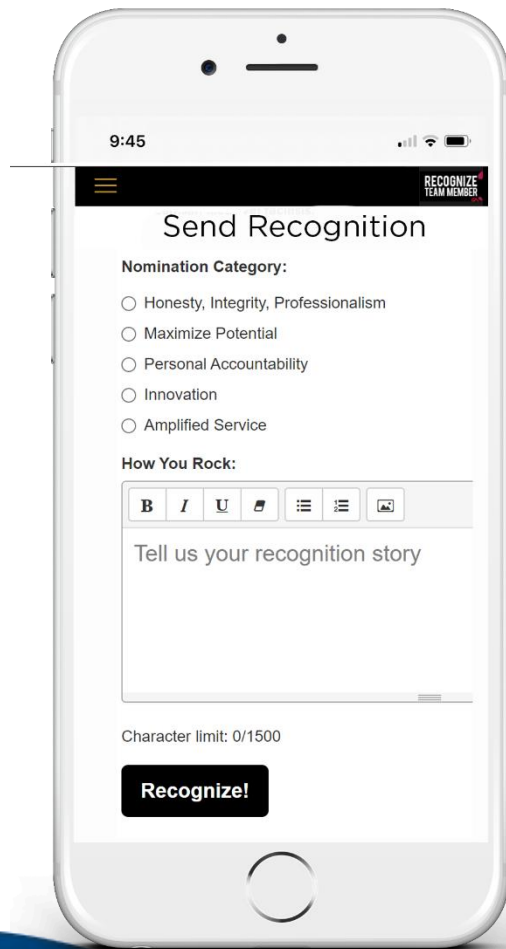


Paradise Meets Playground

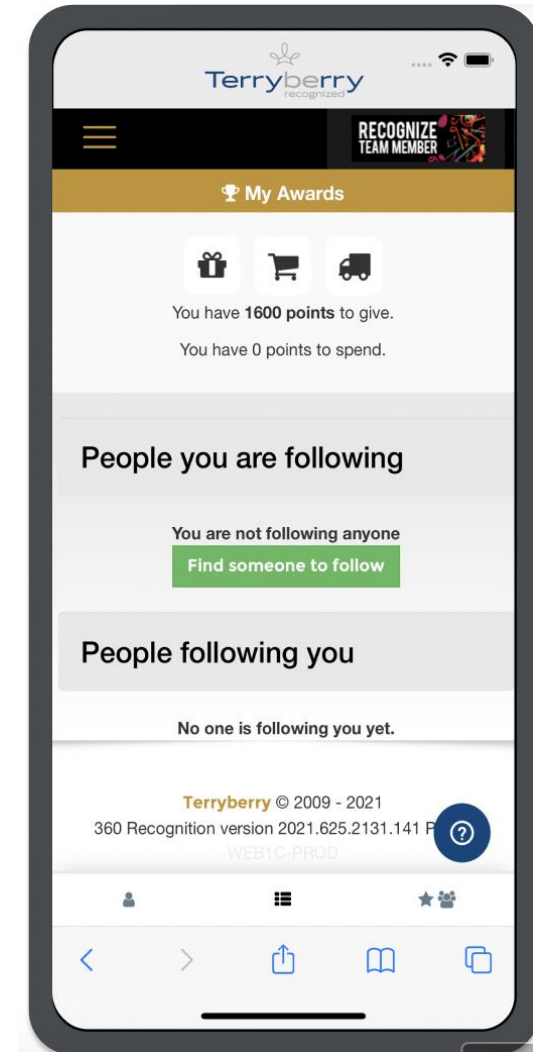
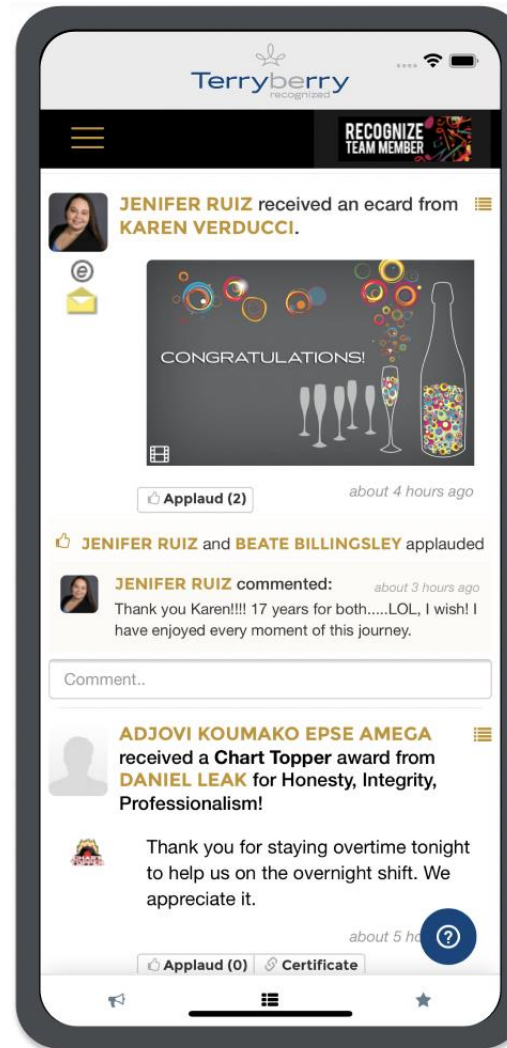
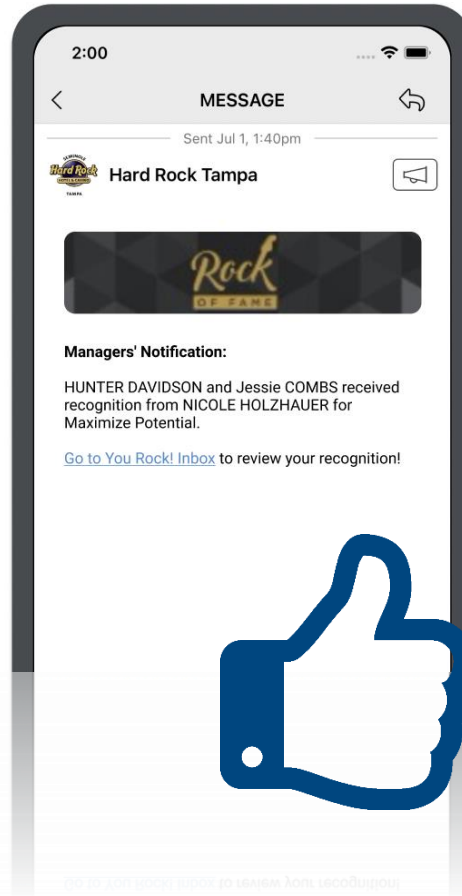
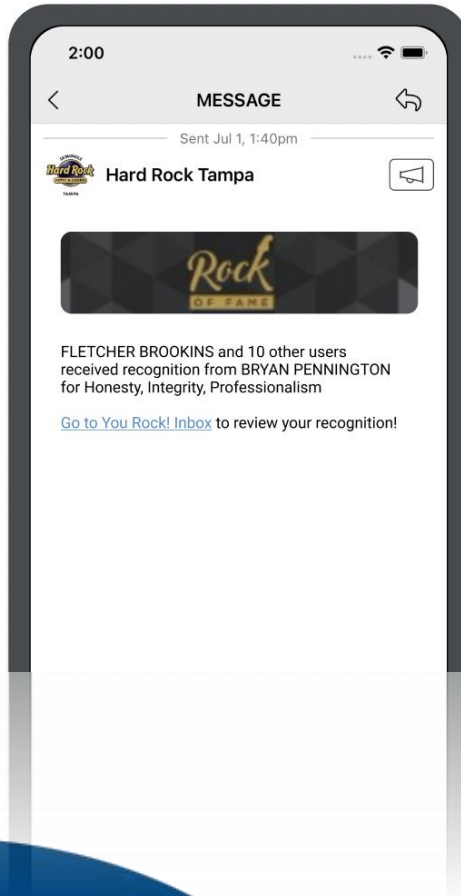
The Team:

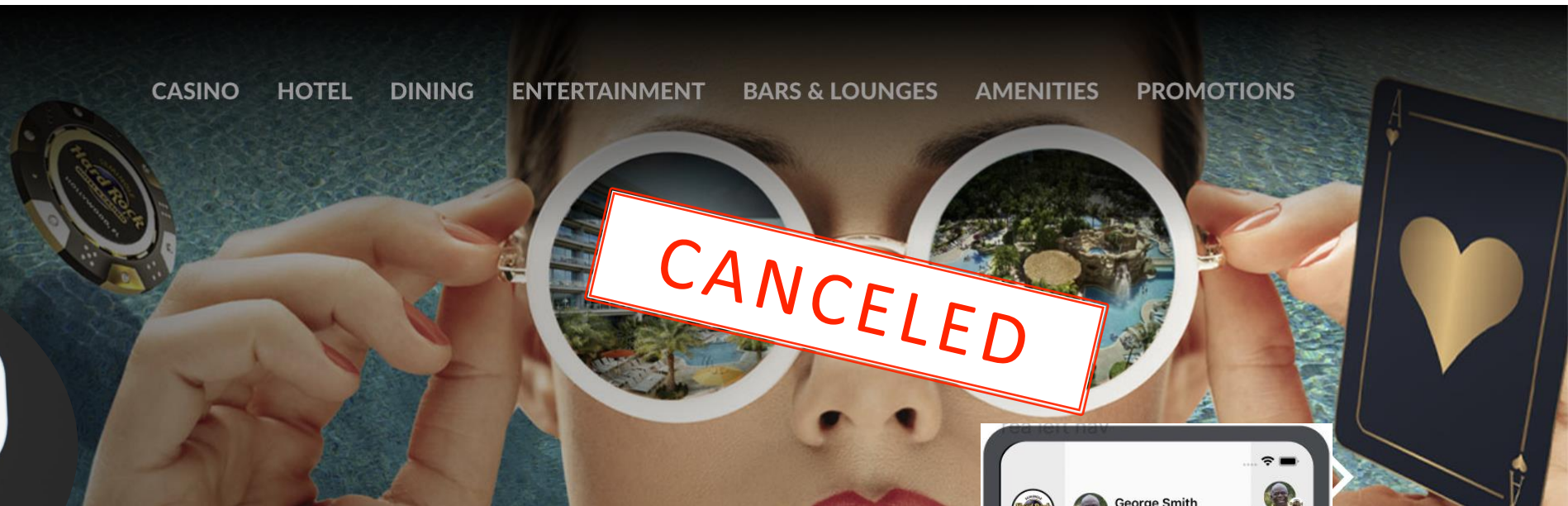
- 5,000 planned employees – 3,500 currently (3,500 devices)
- 400 unique jobs
- 50 different departments & 100's of job codes

Building the Hard Rock Culture through Recognition + Communication

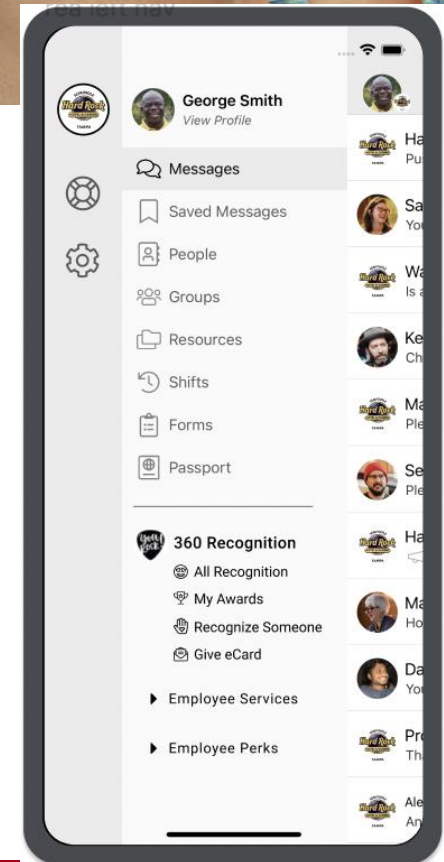


Building the Hard Rock Culture through Recognition + Communication





*"When we realized the impact on our business we had to act fast. **It was all hands on decks to reach every employee in Red e App,** and immediately connect those who hadn't yet engaged in the mobile app. The effort paid off, and allowed us to deliver timely updates on employment status, un-employment processes, we automated pay stub delivery through the app and made sure that our team was in constant touch with the latest guidelines from Seminole Hard Rock leadership, the State of Florida and CDC as they were releasing guidelines in real-time." – Michelle Rives, Human Resources Manager | Seminole Hard Rock Hotel & Casino Hollywood*



What percentage of your employees have a personal smartphone?

- a) <25%
- b) 25-50%
- c) 51-75%
- d) >75%

TAKEAWAYS

Non-desk staff need communication and connection to perform at their best.

With the right tools and a commitment to consistency, organizations can create a connection culture that includes all employees.

Red e App and 360 Recognition may be able to help.



Questions



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Thank you for joining us!

This program is pre-approved for ONE HRCI Credit
and ONE SHRM PDC



HRCI Activity/
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559416

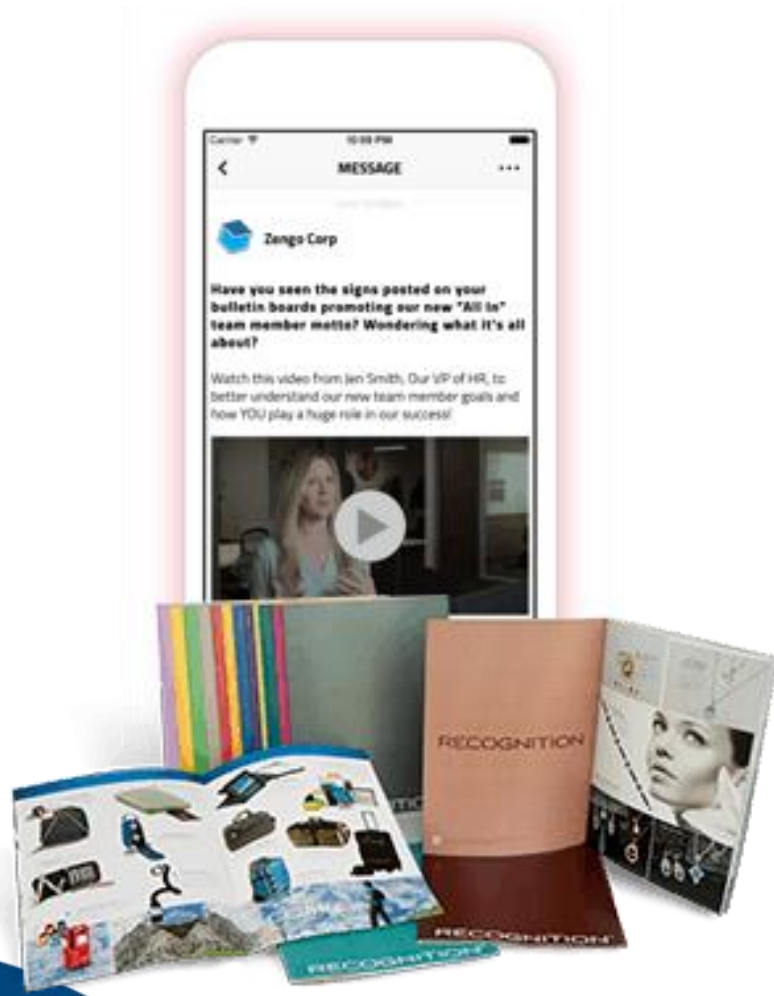


SHRM Activity/
Program ID:
21-DYUXK



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Recognition for Non-Desk Staff



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Recognition University

Employee Recognition Training for managers, leaders, and etc.

- Onsite Classes
- Speaking Engagements
- Webinars

terryberry.com/recognition-university

Thank you for joining us!

This program is pre-approved for ONE HRCI Credit
and ONE SHRM PDC



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