

TERRYBERRY & REDEAPP GO

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From Recognition to Retention: Activating Frontline Engagement

JANUARY 27, 2026

red e app erved



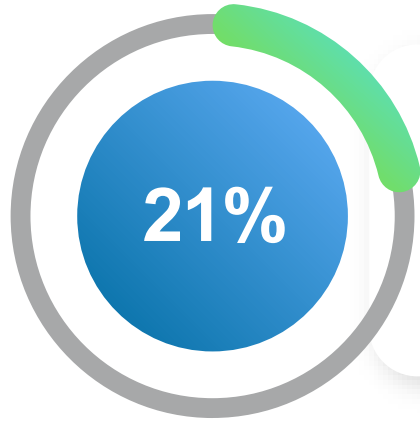
Empowering People & Organizations to Thrive

- **100+ years** helping organizations recognize and engage their people
- **Engagement solutions** that work, with the data to prove it:
- **Recognition & Rewards**
- **Surveys & Insights**
- **Physical & Mental Well-being**
- **Trusted by 40,000+ organizations** with millions of employees across industries



The Problem of Frontline Retention

FRONTLINE ATTRITION IS EXTREMELY HIGH - AND COSTLY



OF THE GLOBAL WORKFORCE

Is disengaged, resulting in \$438B in lost productivity. Recognition is the most powerful influencer of engagement.

(Gallup)



OF THE U.S. WORKFORCE

Is represented by frontline hourly employees

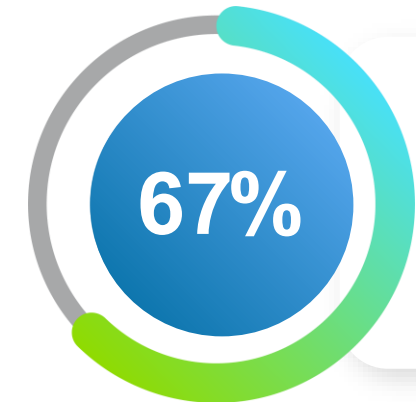
(Bureau of Labor Statistics)



OF GEN Z FRONTLINE EMPLOYEES

Plan to leave within 3-6 months, due to inadequate training & development

(World Economic Forum)

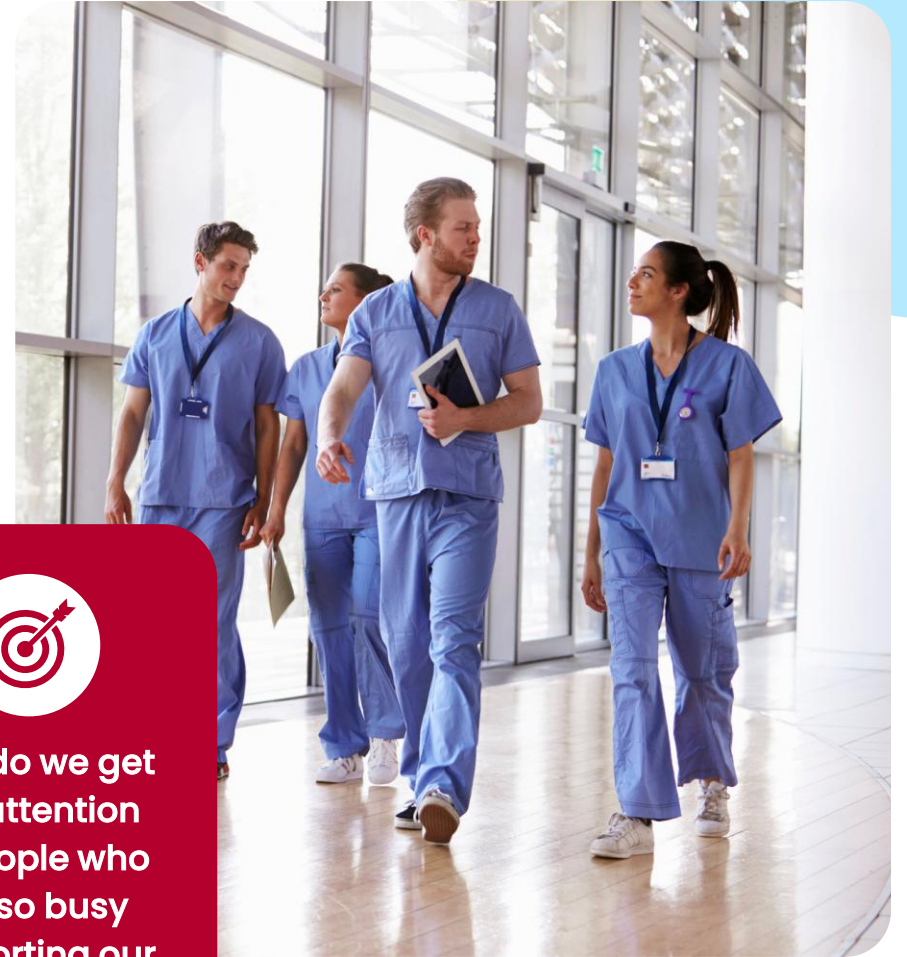


OF U.S. MANUFACTURERS

List attracting and retaining frontline talent as their #1 concern

(JLL)

To achieve Recognition, To achieve Retention - You Need Attention



How do we get
the attention
of people who
are so busy
supporting our
businesses?



3 Strategies to Get—and Keep—Frontline Attention

These aren't software strategies. They're *human* strategies.

Poll #1 - How does your frontline primarily receive company communication today?

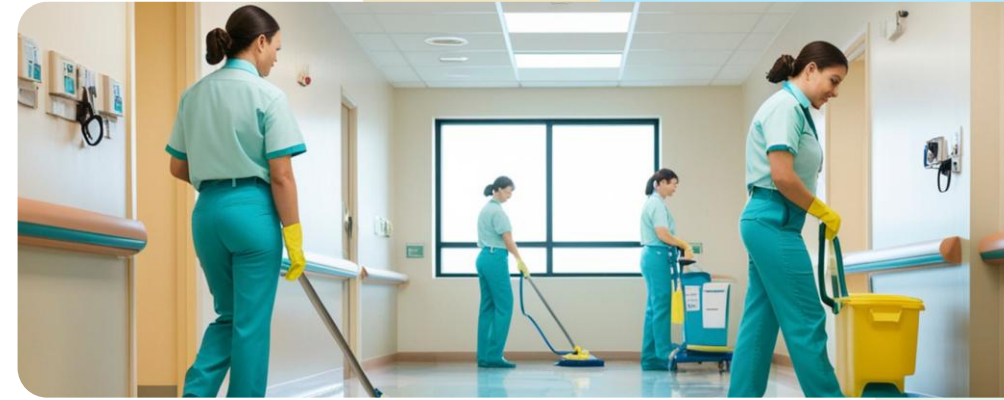


01

Connect Everyone to Everything That Matters

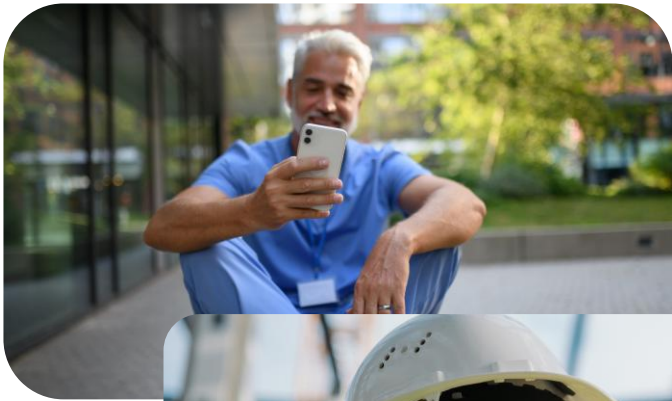
Access to relationships.
Managers. Peers. Team.

People don't leave jobs—they leave their managers.



02

One Place. Their Phone.



Single point of access =
their mobile device



RedeApp's *App Hub* sees

**10.2 Million
Clicks per year***

**mobile frontline clicks to external
tools*

03

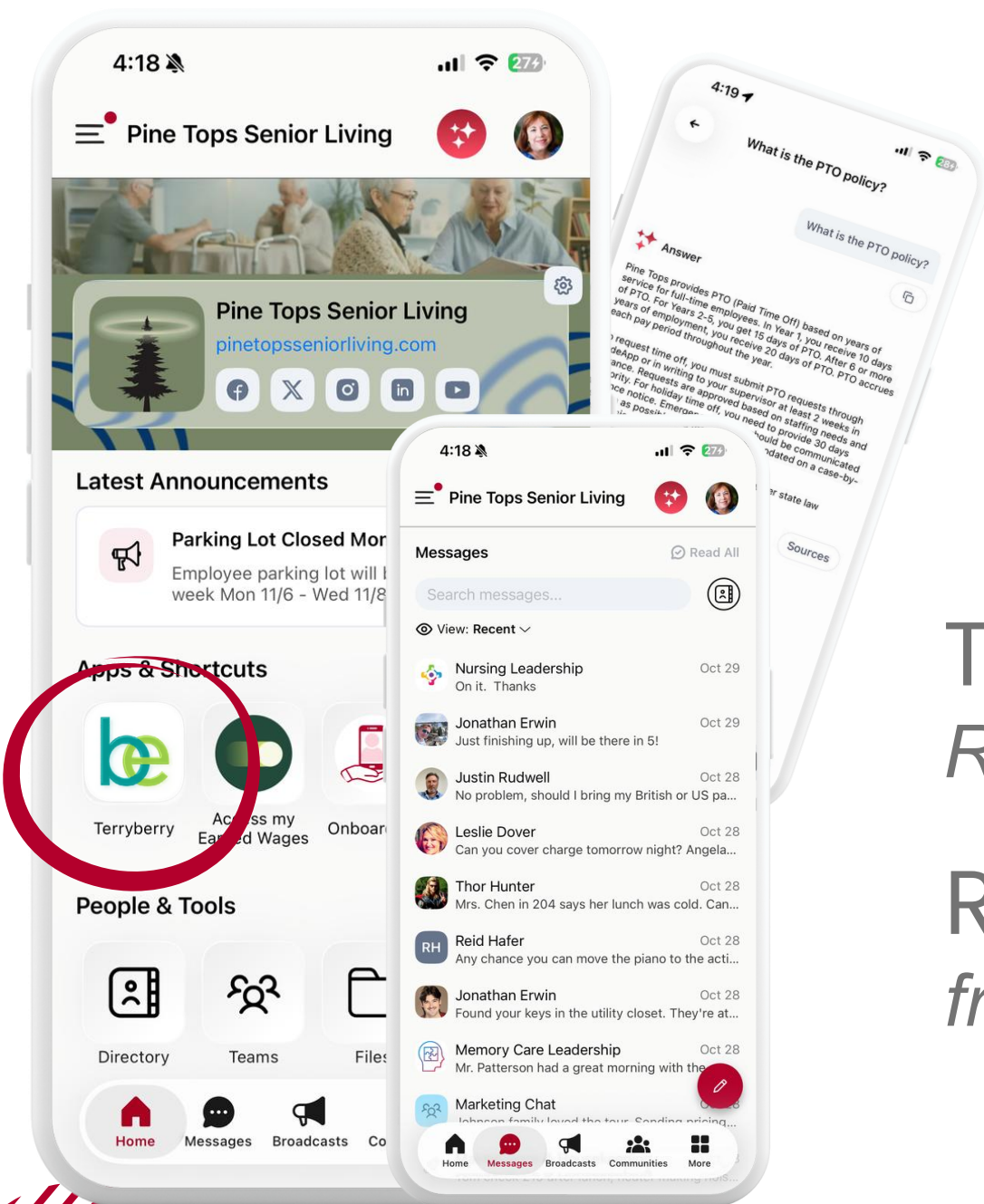
Everything Runs on Communication

Communication isn't a feature. *It's the foundation.*

Poll #2 - In your experience, what drives frontline retention the most?



Communication is how recognition becomes real.



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Terryberry = the **WHAT**
Recognition and rewards

RedeApp = the **HOW**
frontline attention

Attention First, Everything Else Follows



Attention comes first



Single point of access wins



Communication is the foundation



Think human, not software



RedeApp GO & Be Recognized

INTEGRATION OVERVIEW

Seamless Single Sign-On Access

Integration uses SSO to enable direct access to recognition features without extra login steps, improving security and convenience.

Embedded Recognition in Workflow

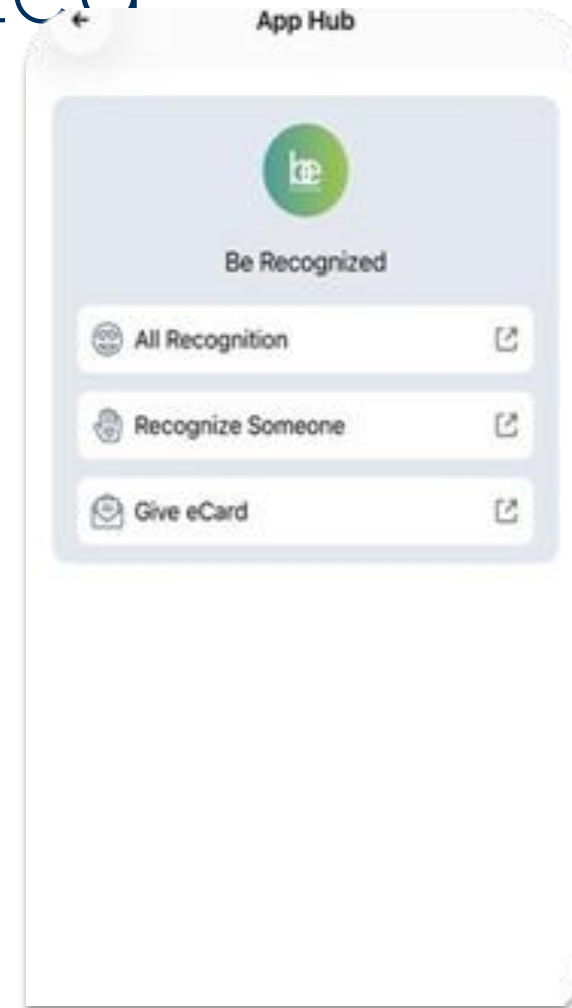
Recognition is embedded within the communication platform, making appreciation part of daily employee interactions.

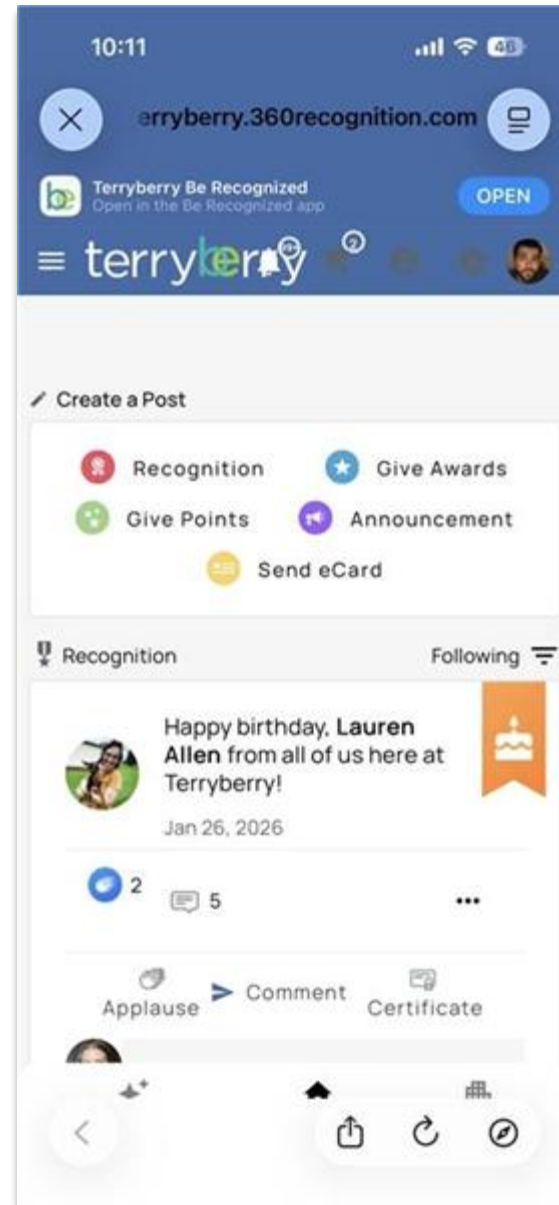
Multi-Device Support

Supports both web and native mobile experiences, ensuring flexibility and accessibility for users on various devices.

Enhanced User Engagement

Centralized access and simplified navigation promote higher engagement and foster a culture of appreciation.





Home View and Single Sign-On

Accessible Home View

The home view centralizes access, prominently featuring the integrated recognition app for ease of use.

Single Sign-On Benefits

SSO enables seamless access without re-entering credentials, improving user experience and security.

Enhanced Employee Engagement

Embedding recognition tools in the primary workspace encourages peer acknowledgment and frequent use.

Recognition and eCards

Streamlined Recognition Actions

Users find simple options like 'Recognize Someone' and 'Send an eCard' for quick, meaningful appreciation.

In-App Browser Integration

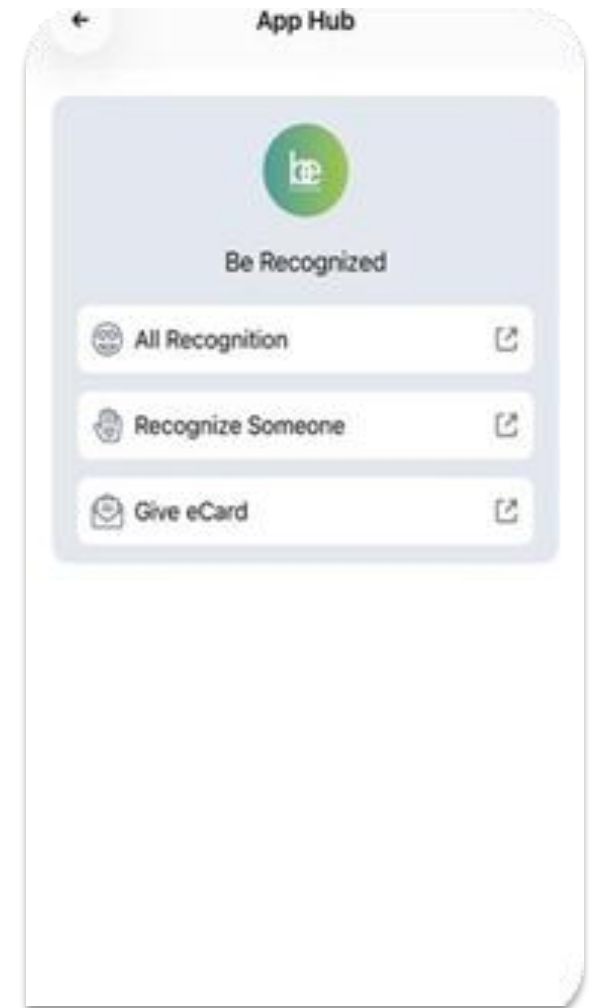
Recognition forms open within an in-app browser to keep users engaged without switching apps.

Personalized Recognition Features

Users can select recipients, add messages, and choose badges aligned with company values.

Mobile-Optimized Experience

Responsive design ensures users complete recognition easily on mobile devices anytime, anywhere.



Messages & Notifications



Seamless Notification Integration

Notifications from recognition programs are delivered directly in RedeApp's messaging interface, ensuring timely employee updates.



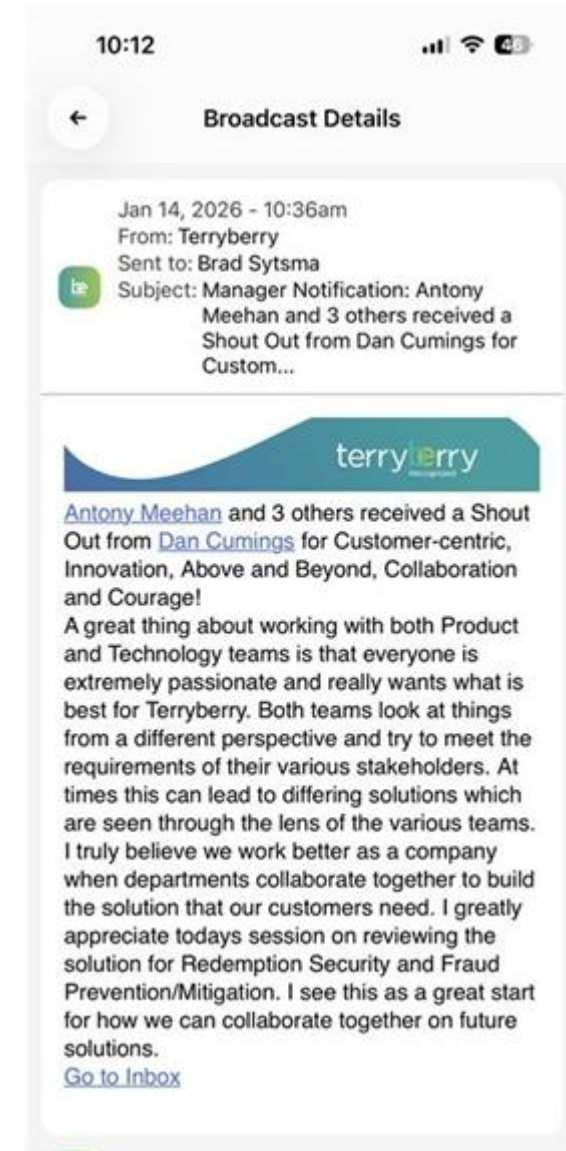
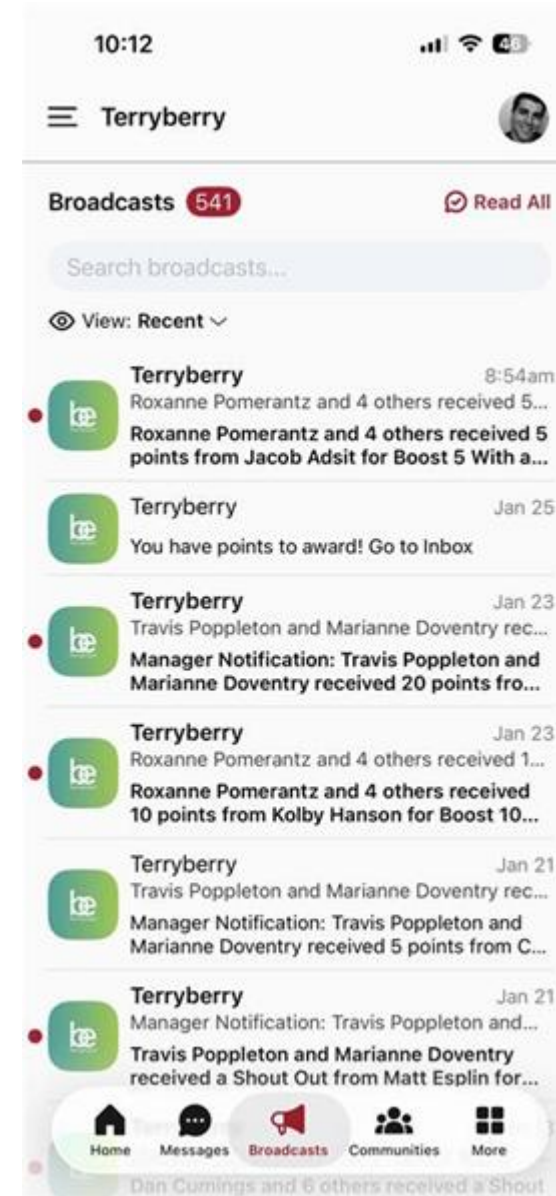
User Engagement and Interaction

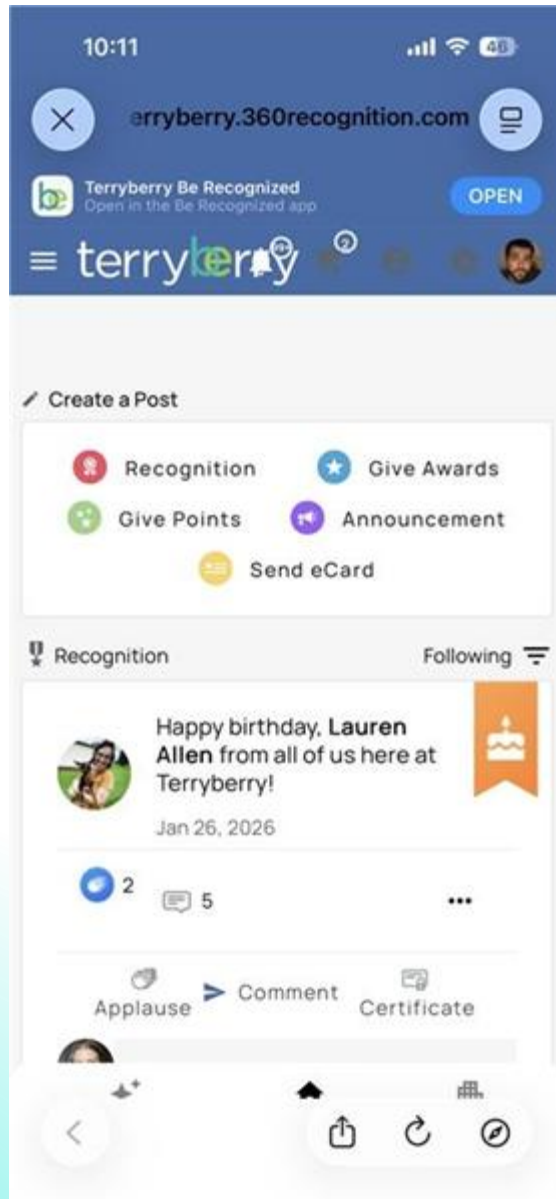
Users can read, respond, and access detailed recognition messages without leaving the app, enhancing engagement.



Enhanced Organizational Culture

Embedding recognition in daily communication promotes a culture of continuous appreciation and reduces cognitive load.





Accessing Full Program and Native App Links

Comprehensive Access via In-App Browser

The 'All Recognition' option opens the full recognition program inside an in-app browser for centralized visibility and engagement.

Native App Download Links

Links to download native iOS and Android apps offer users enhanced performance and offline capabilities.

User Flexibility and Engagement

Providing both in-app and native app options accommodates diverse user preferences and improves engagement.

Streamlined Program Integration

Integrating the full program within a single platform reduces friction and supports a seamless user experience.

Terryberry x RedeApp Integration

COMPLETE PROCESS OVERVIEW

User Access via Single Sign-On

Users access the integrated platform securely and conveniently using Single Sign-On for seamless entry.

Recognition and eCard Features

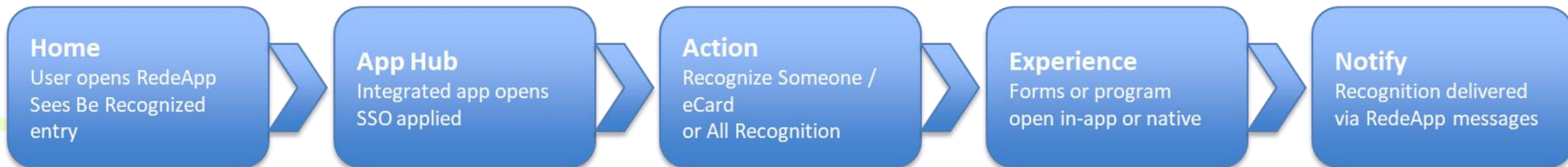
Users can recognize peers and send eCards through in-app browser forms, enhancing engagement.

Unified Notifications and Messaging

Notifications from recognition programs appear within main messaging for visibility and actionability.

Holistic Engagement and Accessibility

The integration consolidates communication and recognition to promote user engagement and organizational culture.



Thank You!

Questions?



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