

TERRYBERRY & REDEAPP GO

From Recognition to Retention: Activating Frontline Engagement

JANUARY 27, 2026

redeapp



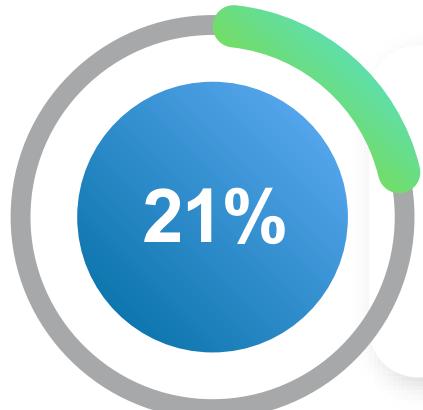
Empowering People & Organizations to Thrive

- **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

Attention
Participation
Recognition
Retention





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.

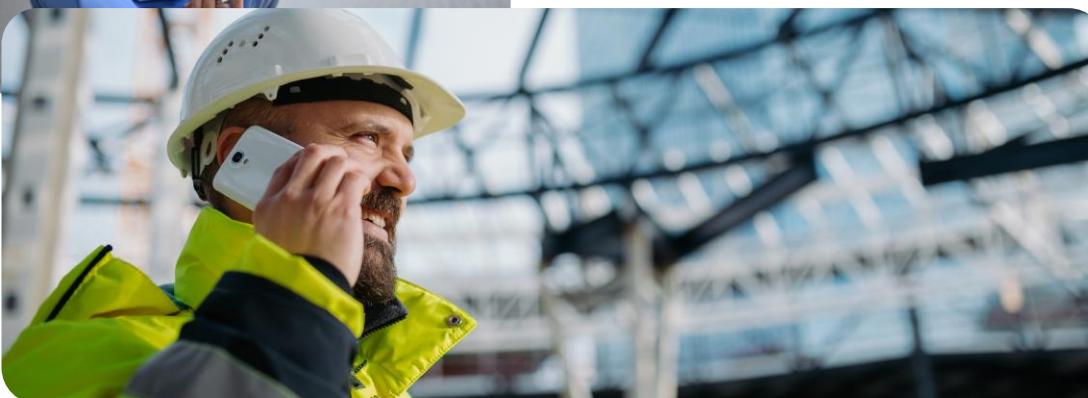


02

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

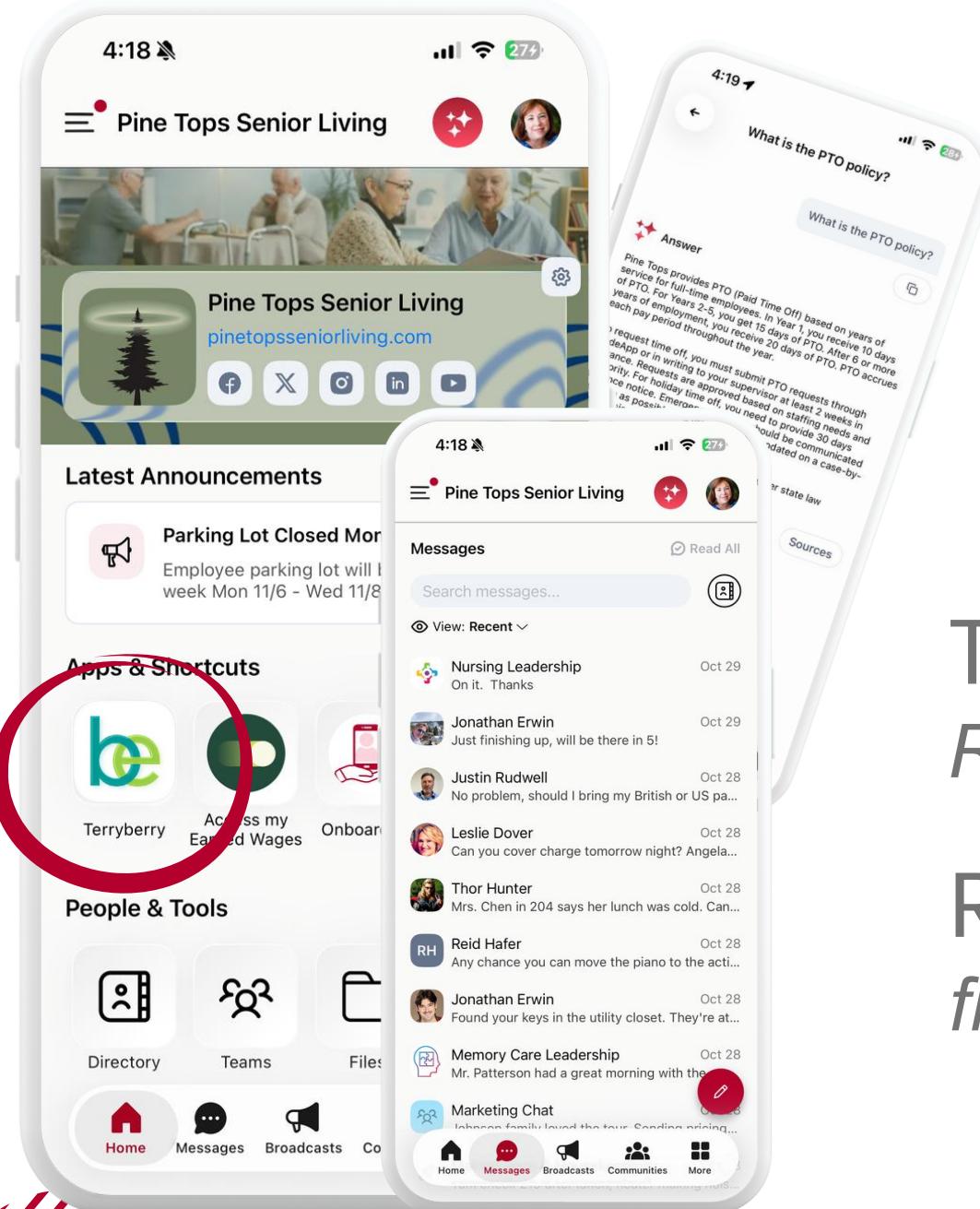
Everything Runs on Communication

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.



terryberry X redeapp

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

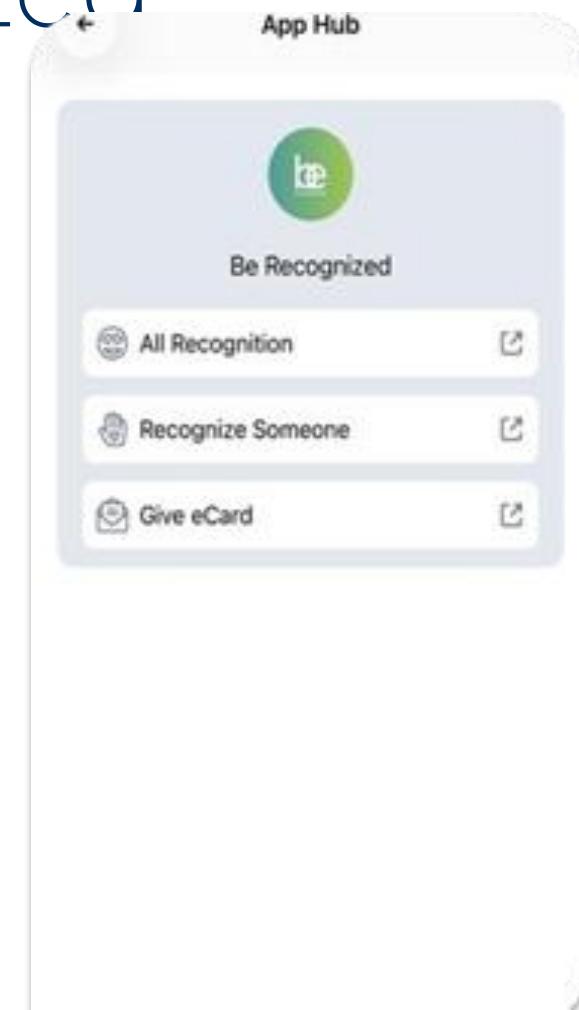
Recognition is embedded within the communication platform, making appreciation part of daily employee interactions.

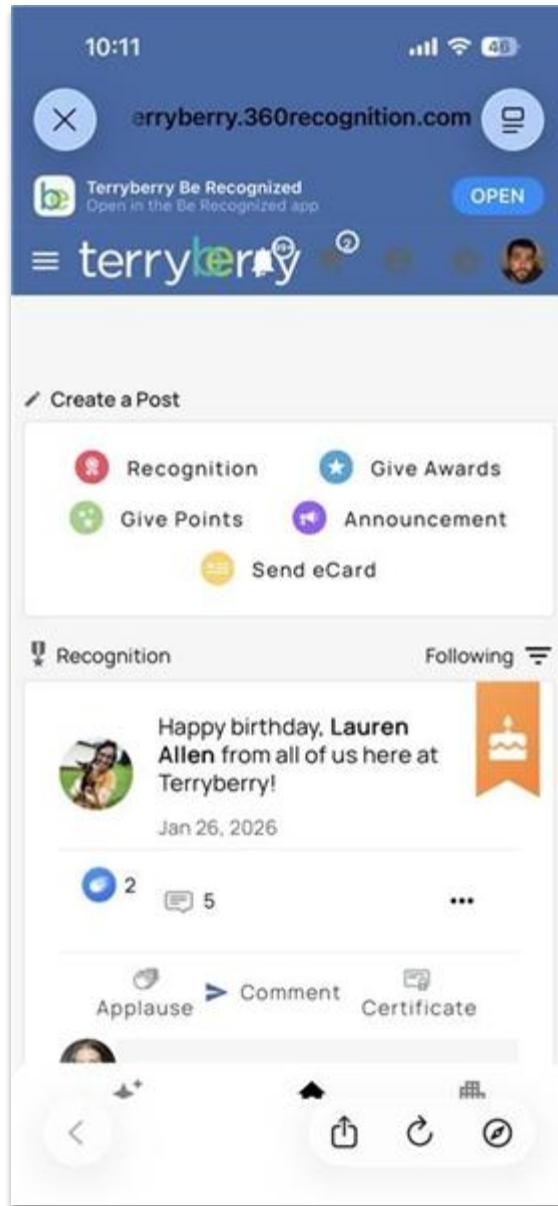
Multi-Device Support

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

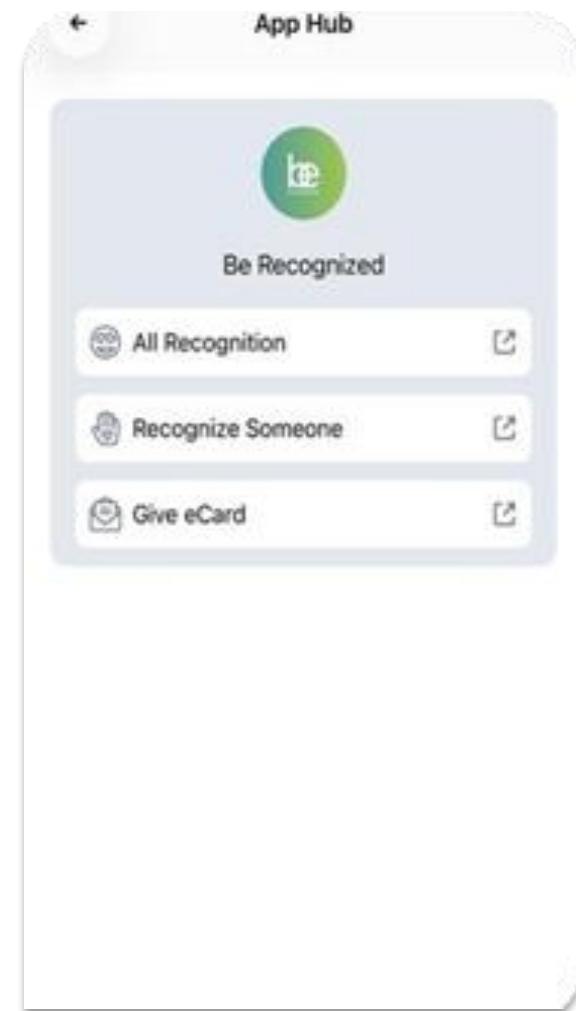
Recognition forms open within an in-app browser to keep users engaged without switching apps.

Personalized Recognition Features

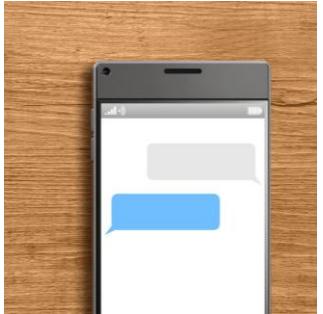
Users can select recipients, add messages, and choose badges aligned with company values.

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.

The screenshots show the 'Broadcasts' section of the app. The top screenshot shows a list of recent broadcasts from 'Terryberry' with details like 'Roxanne Pomerantz and 4 others received 5 points from Jacob Adsit for Boost 5 With a...' and 'You have points to award! Go to Inbox'. The bottom screenshot shows a detailed view of a broadcast from 'Terryberry' dated Jan 14, 2026, with the subject 'Manager Notification: Antony Meehan and 3 others received a Shout Out from Dan Cummings for Custom...'. The broadcast text is a long, positive message from Dan Cummings about the company's culture and collaboration.

10:12

Terryberry

Broadcasts 541

Read All

Search broadcasts...

View: Recent

Terryberry 8:54am

Roxanne Pomerantz and 4 others received 5...

Roxanne Pomerantz and 4 others received 5 points from Jacob Adsit for Boost 5 With a...

Terryberry Jan 25

You have points to award! Go to Inbox

Terryberry Jan 23

Travis Poppleton and Marianne Doventry rec...

Manager Notification: Travis Poppleton and Marianne Doventry received 20 points fro...

Terryberry Jan 23

Roxanne Pomerantz and 4 others received 1...

Roxanne Pomerantz and 4 others received 10 points from Kolby Hanson for Boost 10...

Terryberry Jan 21

Travis Poppleton and Marianne Doventry rec...

Manager Notification: Travis Poppleton and Marianne Doventry received 5 points from C...

Terryberry Jan 21

Manager Notification: Travis Poppleton and...

Travis Poppleton and Marianne Doventry received a Shout Out from Matt Esplin for...

Home Messages Broadcasts Communities More

10:12

Broadcast Details

Jan 14, 2026 - 10:36am

From: Terryberry

Sent to: Brad Sytsma

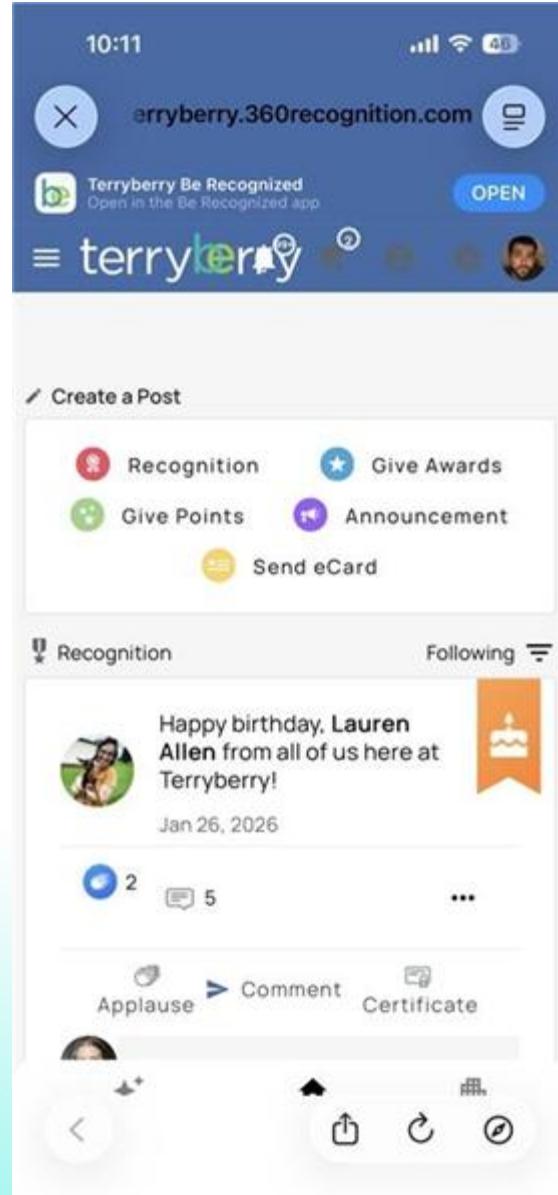
Subject: Manager Notification: Antony Meehan and 3 others received a Shout Out from Dan Cummings for Custom...

terryberry

Antony Meehan and 3 others received a Shout Out from Dan Cummings for Customer-centric, Innovation, Above and Beyond, Collaboration and Courage!

A great thing about working with both Product and Technology teams is that everyone is extremely passionate and really wants what is best for Terryberry. Both teams look at things from a different perspective and try to meet the requirements of their various stakeholders. At times this can lead to differing solutions which are seen through the lens of the various teams. I truly believe we work better as a company when departments collaborate together to build the solution that our customers need. I greatly appreciate todays session on reviewing the solution for Redemption Security and Fraud Prevention/Mitigation. I see this as a great start for how we can collaborate together on future solutions.

[Go to Inbox](#)



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?

terry**berry**

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