

HRO TODAY

Where Business Leaders Make HR Decisions™

SPECIAL FEATURE: RECOGNITION

BAKER'S DOZEN



The Baker's Dozen

THE TOP 13 PROVIDERS OF EMPLOYEE RECOGNITION OUTSOURCING.

The remarkable thing about employee recognition outsourcing is that with so many innovative programs in the marketplace, there is a cornucopia of offerings to select from. That's great news for employers and employees, too, because a motivated and rewarded workforce leads to world-class performance. It's one area in which HR has demonstrated that it can make an impact on business outcomes.

This year's Baker's Dozen listing again comprises the industry's most widely recognized leaders in



the employee recognition market. Their proven performance, along with a huge portfolio of satisfied clients, means this group is highly likely to have a program or can design a customized program to meet your recognition needs. From total recognition to service anniversaries to on-the-spot rewards, these programs are sure to keep your employees motivated and engaged under even the most trying circumstances and the tightest budgets.

Buyers of outsourced recognition services should

also be aware of the full suite of services and tools available to them through one of these service providers. Not only will you get best-practices knowledge, but program visibility enables managers to track effectiveness, spend, point accumulation, and other useful information for managing their efforts. In an age when HR is trying to put data to good use, this type of information is invaluable, just as we hope this year's Baker's Dozen is invaluable to your recognition needs. Enjoy.

Methodology: This list was developed by contacting more than two dozen of the largest recognition providers and requesting the following information: number of employees rewarded under full-service programs in 2006 and a list of their largest competitors in this market. Because the data is supplied by the providers themselves and in some cases can't be independently verified, a ranking would be an unfair comparison. Instead, the 13 providers are listed in alphabetical order with a description of services they offer. The Buyer's Choice Designation is awarded to vendors whose clients provided testimonial.

* Data provided by the vendor.

	Company	*Employees Placed Through RPO (2005)	URL
 <p>Buyer's Choice Best 3 Services: 1. Custom Logo MasterCard and Visa 2. Customer Service 3. Flexibility</p>	 <p>SPRINGBOK SERVICES</p>	<p>N/A</p>	<p>www.springbokservices.com</p>
	<p>Springbok Services provides end-to-end, branded, prepaid card solutions to organizations. From program design to card fulfillment, from how the card works to servicing the cardholder, each service profoundly influences the experience of the card recipient and ultimately whether the program achieves its objectives. By offering complete vertical integration of services, Springbok Services controls the quality of the product and service and is accountable for helping its clients meet their goals.</p>		
	<p>Client(s): StayWell, Marketing Innovators, Kimberly-Clark, Pfizer, and Pepsi Bottling Group</p>		
	<p>Services Offered: Customized, integrated prepaid Visa and MasterCard card solutions for employee incentives and rewards, health and wellness programs, sales performance incentives, and business expense programs.</p>		
	<p>Most Important Metrics: Employee productivity, sales performance, employee satisfaction, and participation by employees.</p>		