

# Goodway Group Case Study

A print-marketing-services firm gone digital, Goodway Group uses technology to adapt to the changing workplace.

## OBJECTIVE

To foster a healthy company culture by promoting daily successes. Previously the company used a private Twitter feed for recognition. They were looking for the next step beyond their homegrown employee-recognition program.

## SOLUTION

Goodway chose Recognize above all other Yammer-integrated recognition programs because of its ease of use, flexibility, and easy-to-achieve ROI. It showcases recognition activity and allows sending recognition in the Yammer Stream and Yammer user profiles. To personalize the experience and incentivize corporate behavior, Goodway Group provided specially designed badges representing values in their company. The values can be tracked and promoted through Recognize.



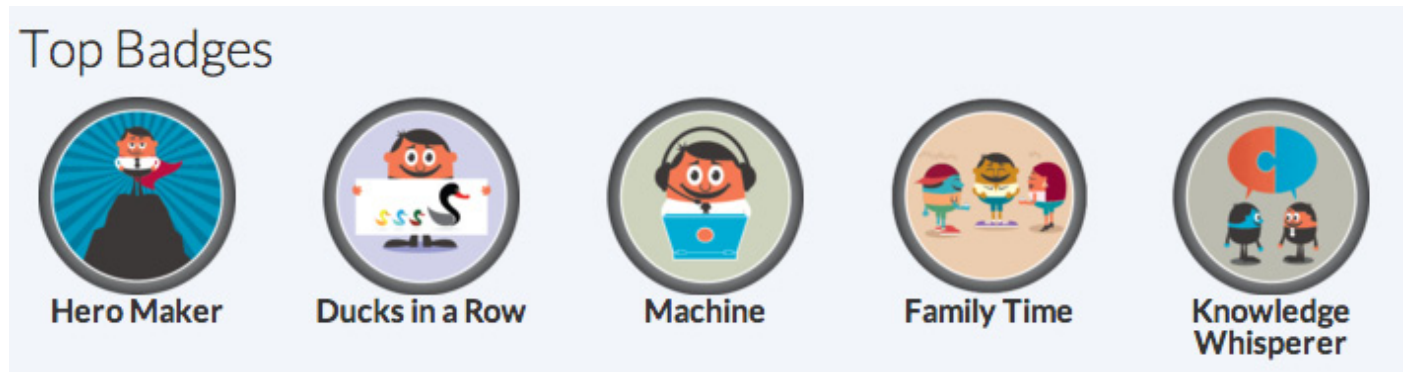
“We can reinforce our core values and behaviors, and even use custom badges to set goals for people.”

Jay Friedman, COO, Goodway Group

## STRATEGY

- + Deliver monthly reports on top-recognized employees.
- + Showcase recognitions and send recognitions from within Yammer.
- + Customize the recognition values with well-designed graphics that match company culture.

Goodway Group's top badges among their custom badge set:



## SUCCESSSES

Due to having Recognize inside Yammer, employee recognition can stay top of mind. Plus, the easy-to-use, well-designed recognizeapp.com SaaS product helps staff send and track recognition. Corporate well-being and staff attitude continue to be high. Within the first month of using Recognize, Goodway Group reported their best month ever in revenue. Even with a remote staff, company culture is strong.

2x

Increase in recognitions sent using Recognize

224

Recognitions sent a month

40%

Increase in sales this year