
CASE STUDIES



CERRA Incentivises Financial Consultants to Improve their Product Knowledge & Attend Trainings

Client Since: 2018 | 1,800 employees

Client's Needs:

Encourage Financial consultants (FCs) to participate in roadshows and trainings to boost their **product knowledge**

Our Solution:

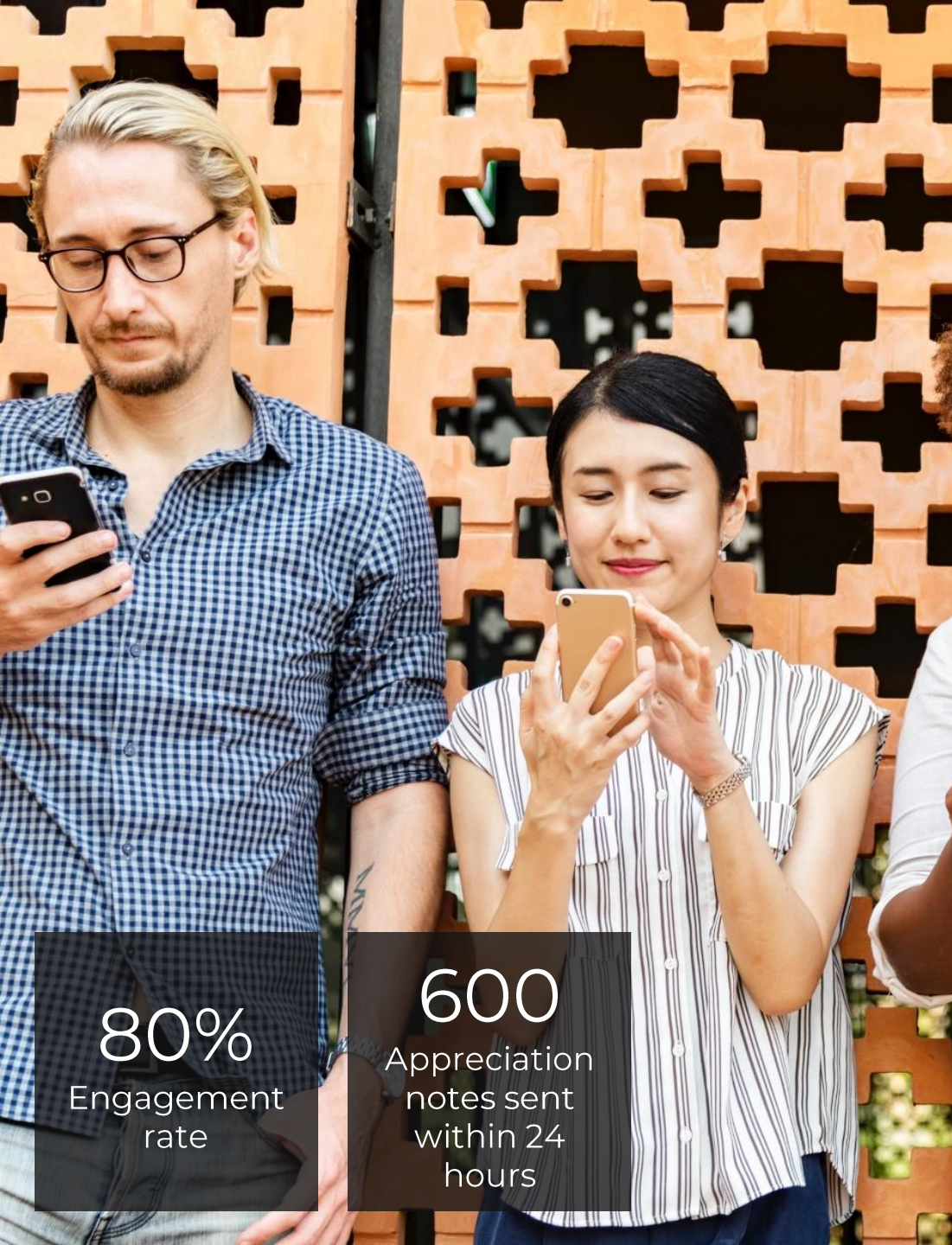
Customised mobile app that enables FCs to be awarded points for such activities, rewarding their fulfilment of short terms goals that leads to the long term goal of sales closure.

Business Impact:

- Improved awareness about events and trainings among employees
- 100% increase in attendance for roadshow events within 4 months



x 2
Attendance
growth at
trainings



80%
Engagement
rate

600
Appreciation
notes sent
within 24
hours

CERRA Connects & Builds a Culture of Appreciation for Southeast Asia's Leading Property Portal

Client Since: 2018 | 1,100 employees

Client's Needs:

To **build a culture of appreciation** among employees regionally and keeping them updated with company updates, news, events etc.

Our Solution:

Regional Rollout of CERRA Platform across 4 countries that enables peer to peer recognition and awarding points to employees that can be instantly redeemed for rewards. Platform also enables posting of announcements, events and chat capability among employees

Business Impact:

- 600 Appreciation notes sent within 24 hours
- 80% Employee Engagement rate within 1st month of launch
- Increased communication and collaboration across regional teams

CERRA Connects & Builds a Culture of Recognition for semiconductor manufacturer in Malaysia

Client Since: 2018 | 3100 employees

Client's Needs:

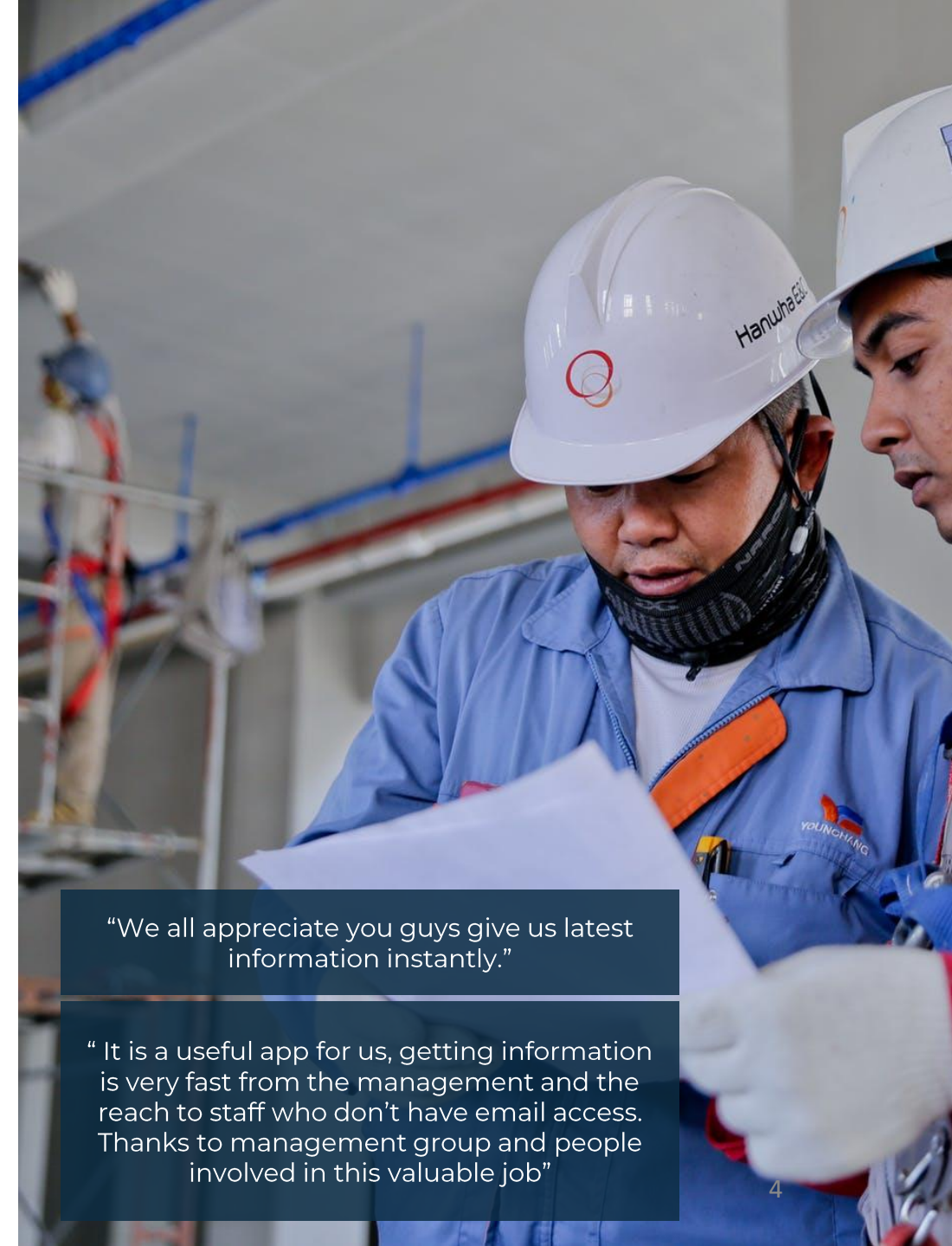
A **central employee communication and recognition app** that helps keep the workforce on the factory floor informed of company initiatives, reward outstanding performers without the need to buy vouchers and gifts.

Our Solution:

Implementation of CERRA App available for iOS and Android which employees can check for regular company and employee related news and updates, login **using Employee ID** for workers who do not have corporate email and availability of local select merchants which are popular with workers.

Business Impact:

- Over 88% engagement within first 2 months of launch
- No the administrative hassle for HR team, saving their time
- Positive feedback from the employees as they can redeem gifts and vouchers of their choice



“We all appreciate you guys give us latest information instantly.”

“ It is a useful app for us, getting information is very fast from the management and the reach to staff who don't have email access. Thanks to management group and people involved in this valuable job”



CERRA enables Early Childhood Institute to Hire Quality Teachers to support Growth Targets

Client Since: 2018 | 4,000 employees

Client's Needs:

Incentivise teachers to **refer suitable candidates** for job openings. **Reduce admin burden** of giving shopping vouchers for successful referrals

Our Solution:

Customised mobile app launched to keep teachers informed about all current openings. Points and badges are awarded to teachers who make successful referrals.

Business Impact:

- 40% active user base recorded within 1 month from launch. Employee adoption rate continues to grow
- 225 referrals received from employees. 30% have been successfully hired
- Rewards and incentive process is digitised with streamlined operations; cost and time saved from managing physical gift cards etc
- Exceeded client's employee referral target by 25%

CERRA Connects & Builds a Culture of Appreciation for UAEs Financial Services company

Client Since: 2018 | 60 employees

Client's Needs:

Review and digitize the existing recognition framework and move **away from paper based initiatives**. In addition, build an ongoing culture of appreciation.

Our Solution:

Customised mobile app launched to digitize all existing initiatives in phases. Enabled peer to peer feature of the platform empowering employees to instantly reward each other for exhibiting good behaviour.

Business Impact:

- Adopted by all the employees in the organization with 100% engagement rate on the platform
- 450 appreciation notes exchanged in the first quarter after launch i.e. 50 times more than the notes received before digitization
- Increased efficiency by reducing the amount of time spent by the HR department in administration of ADF's recognition initiatives

50x

Increase in
Value based
Appreciation

100%

Engagement
Rate



Hear from ADF

CEO, Abu Dhabi Finance

At Abu Dhabi Finance, we strongly value our employees and always look for innovative solutions to promote engagement. The launch of CERRA Points has created a new buzz around our office, and employees have been actively appreciating each other using the CERRA mobile app. This new recognition tool has simplified processes for both management and employees alike. The Rewardz team are highly professional and full of creative ideas – it has been a pleasure working them and we look forward to continuing to strengthen the partnership.

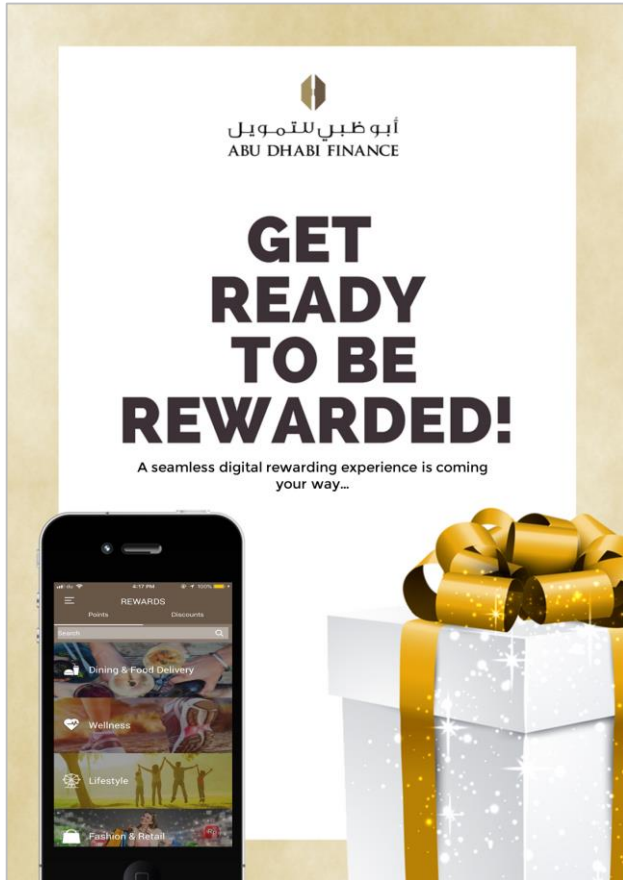
Senior Vice President, Human Resources

Rewardz was a great choice for our recognition programme. The team are very innovative, efficient and creative. They don't just sell the product, they actually customise the solution according to the customer needs, and they're not afraid to let us know which strategies are working and which require improvement. Since launching CERRA Points, we have seen significant improvements in our employee engagement levels and are very pleased with the outcome from using this tool. Thanks Rewardz team!

Employee

My favourite part about the app is definitely the convenience factor. There's no manual process involved – everything is available at the touch of a button. Functions like the dashboard and leaderboard make it really easy to get a snapshot of what's going on, and the rewards are clearly displayed in terms of what you can redeem and from where. The app has made it really easy to reward and be rewarded, which has resulted in 100% engagement across all teams.

OUR ACTIVATIONS



Teasers and posters prepared by Rewardz



Deliver Employee Briefings and activations