

# EMPLOYEE ENGAGEMENT AND REWARDS & RECOGNITION



# REWARDS & RECOGNITION PROJECT PLAN



## REWARDS AND RECOGNITION PROJECT PLAN



**BUDGET** | Define how the program is being funded and determine budget.

- What percentage of your employee base do you want to receive rewards?
- What amount per employee is allocated in your budget?
- Your Budget: \_\_\_\_\_



**GOALS** | Create strategic goals in collaboration with stakeholders, airport operators, business partners, and airport employees.

- Increase employee engagement
- Motivate employees
- Unify the airport community
- Increase ASQ, JD Powers, Skytrax scores



**PROGRAM IDENTITY & BRANDING** | A unique and branded program name is critical for success to build a solid communication plan to motivate and engage employees.

- Brand awareness for the program
- Align program name to the customer experience vision



**AWARD CRITERIA & NOMINATION** | Identify the specific customer service behaviors that will be rewarded to foster exceptional experiences.

- Reward customer service behaviors
- Web portal & platform
- Instant recognition
- Social media



**AWARD TYPES** | Determine who will be eligible for the awards and define nomination process from passenger, employee, and manager airport-wide.

- Gift Cards
- Pins
- Certificates
- Trophies
- Redemption Cards



**CELEBRATION EVENTS** | Take time to plan events that are motivational and scalable to celebrate success!

- Kick-off
- Monthly Award Ceremony
- Quarterly Award Ceremony
- Annual Celebration



**AIRPORT WIDE MARKETING & COMMUNICATION** | Employee/Leadership participation & buy-in starts with a solid marketing and communication plan that is consistent and sustained throughout the program.

- Newsletters
- Press Release
- Social Media
- Posters
- Website
- Digital Display Boards
- Shuttle Busses
- Free Standing Signs
- Tent Cards
- Badging Office
- Admin. Office
- Concessions
- Break Rooms
- Parking Booths
- Restrooms



**CHALLENGES** | Anticipate barriers to address issues in a proactive manner to craft a relevant and cohesive reward & recognition program.

- Budget
- Buy-in
- Bandwidth

[CustomerServiceExperts.com](http://CustomerServiceExperts.com)



## REWARDS AND RECOGNITION PROJECT PLAN



**BUDGET:**

---



---



**GOALS:**

---



---



**PROGRAM IDENTITY & BRANDING:**

---



---



**AWARD CRITERIA & NOMINATION:**

---



---



**AWARD TYPES:**

---



---



**CELEBRATION EVENTS:**

---



---



**AIRPORT WIDE MARKETING & COMMUNICATION:**

---



---



**CHALLENGES:**

---



---

[CustomerServiceExperts.com](http://CustomerServiceExperts.com)

# REWARDS & RECOGNITION PROJECT PLAN



**BUDGET**



**AWARD TYPES**



**GOALS**



**CELEBRATION EVENTS**



**PROGRAM IDENTITY  
& BRANDING**



**AIRPORT WIDE MARKETING  
& COMMUNICATION**



**AWARD CRITERIA  
& NOMINATION**



**CHALLENGES**