WISHLIST REWARDS

Case Study – Conga

CASE STUDY - CONGA

Company Name: Conga

Company Size: 430

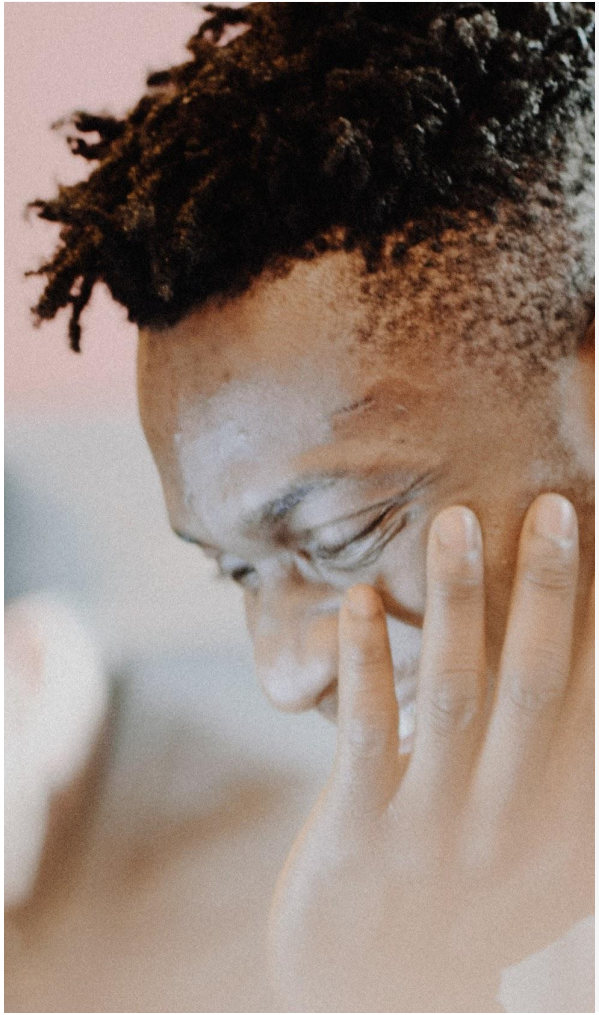
Office Locations: 7+

Years as Client: 3 years

Contact Name: Joanne Biggar

Role: Manager of HR Operations & Culture

INTRODUCTION



INTRODUCTION

Over the past three years Conga has partnered with Wishlist Rewards to create more meaningful rewards and recognition for their highly valued employees. What started as a core set of challenges turned into a major pillar of Conga's rewards, recognition, and culture. Wishlist is proud to see the impact that is had on each of Conga's employees as they receive and redeem a Wishlist Experience.

This case study will uncover the challenges that Conga approached Wishlist with, the solutions designed to overcome them, and give a glimpse into how Wishlist has impacted Conga's organization.

CHALLENGES

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Three years ago, Conga approached Wishlist with a few very common challenges.

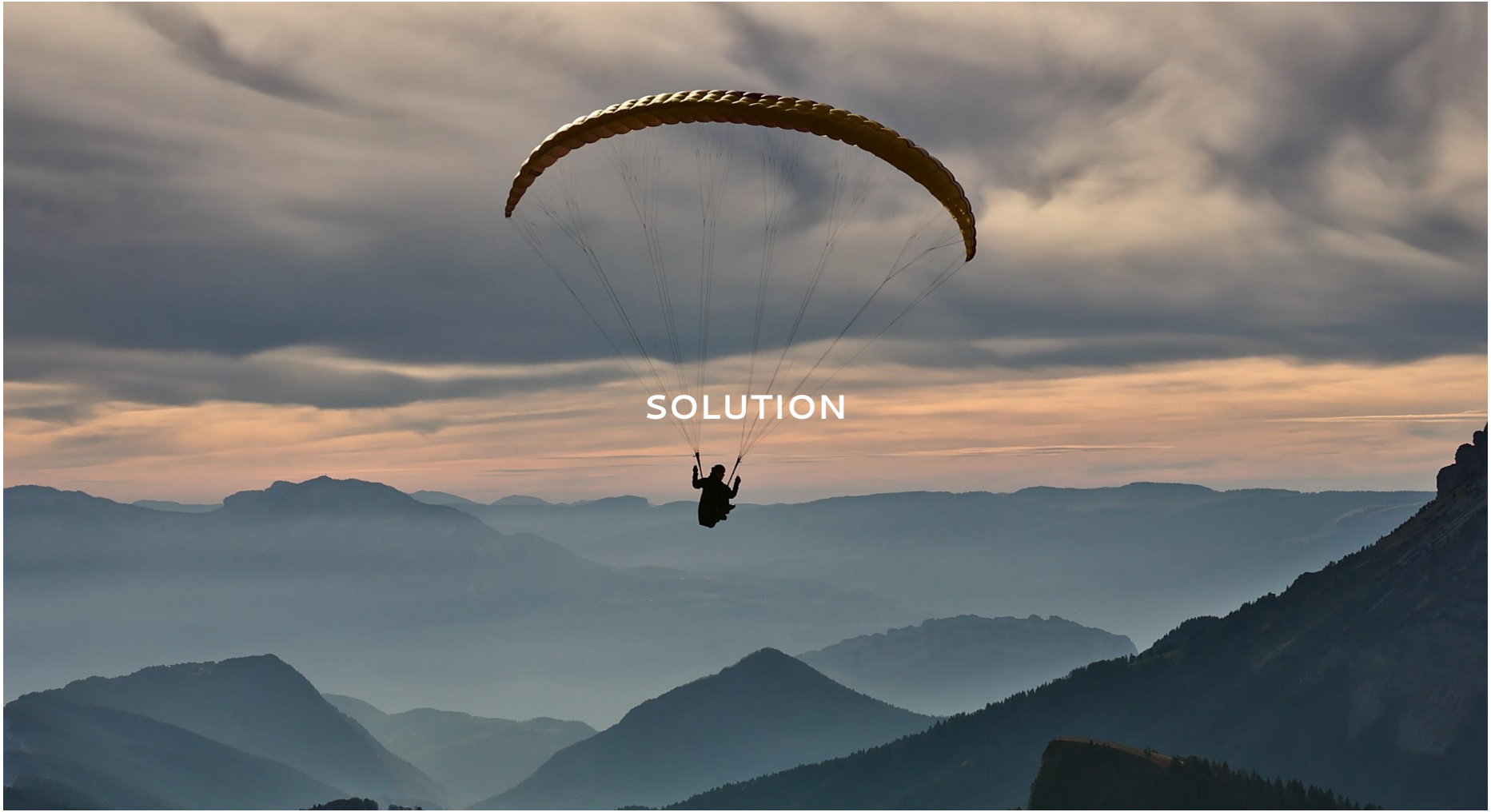
Challenge 1: Conga's anniversary recognition was uninspiring for their employees

Challenge 2: Conga's anniversary recognition was not aligned with their true appreciation of employees

CHALLENGES

"Before Wishlist, we would just send each employee an email on their employment anniversary congratulating them. It was really uninspiring and certainly did not capture the company's true appreciation.

We needed a unique way to show our employees how much we value them and appreciate the incredible effort they put into Conga day in and day out. We needed to be able to present them with a gift that was special and unique and captured the spirit of the Conga employees."


SOLUTION

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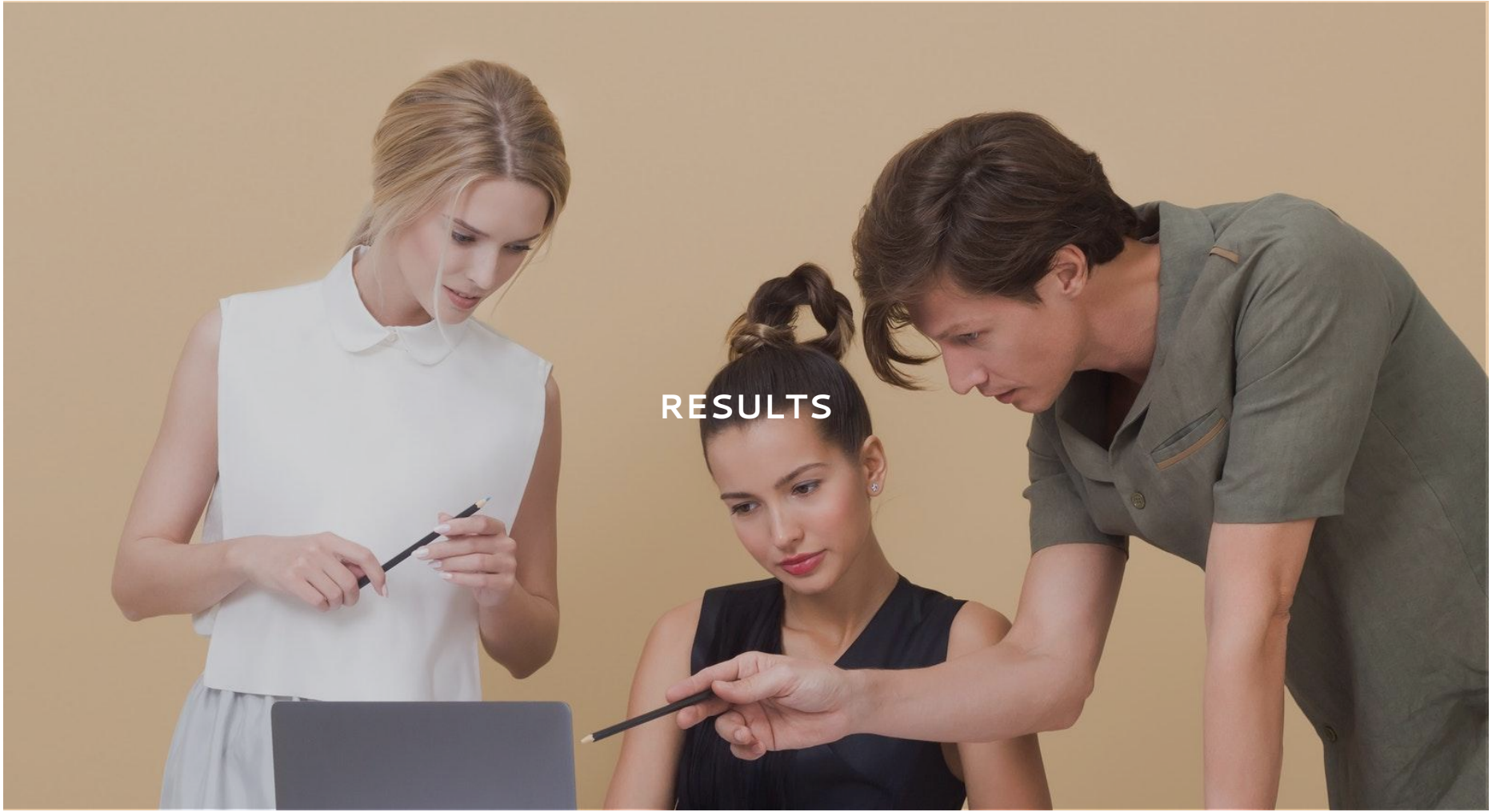
Conga partnered with Wishlist Rewards for an automated anniversary rewards program. On each employee's work anniversary they receive a Wishlist from Conga. Each gift contains a custom message and a simple link to showcase their options. Employees then browse experiences, events, and getaways to find what is most meaningful. Wishlist's concierge takes care of all the details allowing Conga employees to just show up. For each year of employment, Conga increases the reward level by $50

SOLUTION

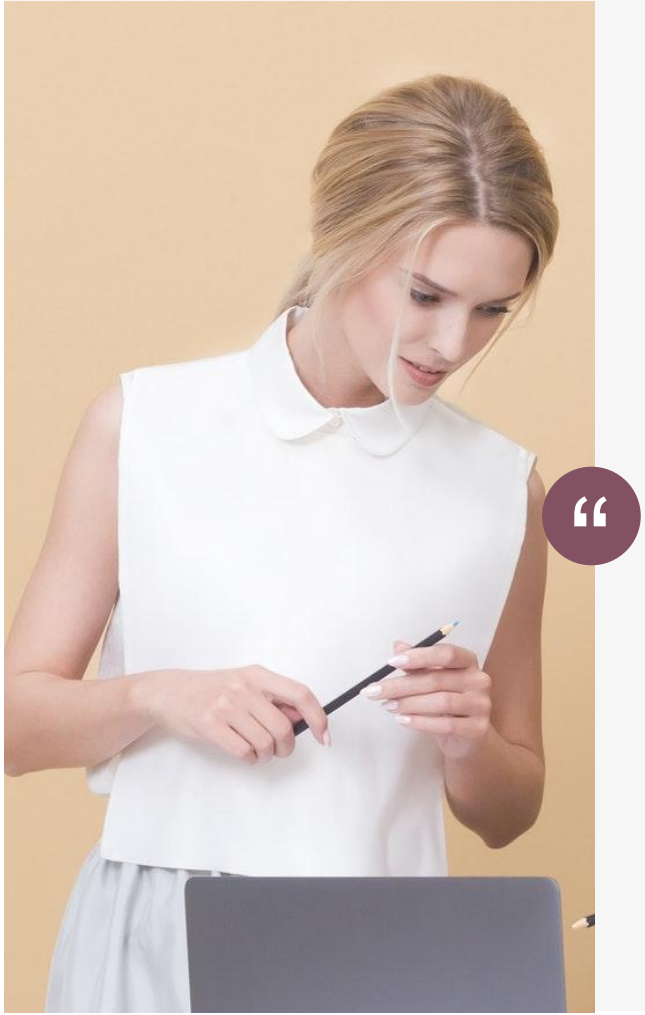
"We have been using Wishlist as an employment anniversary reward program for about 3 years now. It is a great success and our employees love all of the great experiences and rewards offered to them through this program.

Wishlist allows us the opportunity to give our employees a chance to participate in unique experiences outside of work that they may not be able to experience otherwise. It gives us a chance to show our appreciation and play a little part in helping create lifelong memories for our employees."


RESULTS

RESULTS

"The goal was to show our employees they are valued and respected. To give them the opportunity to step out of their everyday routine and do something fun and exciting...to live life to the fullest and test their boundaries, or if they preferred something slower paced, give them the opportunity to take a break, step away and relax. It was about providing them the opportunity to do something that makes them happy and to foster an environment that enables our employees to be content and healthy in mind and body.....



RESULTS

.....Even more, Wishlist adds value to our perks and benefits package which helps when trying to attract and recruit top talent. It also helps perpetuate our goal of creating a culture with a great work-life balance.

We are really happy with Wishlist Rewards, our employees love it. We actually had one employee get engaged on their Wishlist adventure!"

WE ARE HERE TO HELP

John Whiteside

VP of Sales

john@wishlistrewards.com

248.535.2890

wishlistrewards.com

WE ARE HERE TO HELP

Jackson Myer

Account Executive

jackson.myer@wishlistrewards.com

314.566.7014

wishlistrewards.com

WE ARE HERE TO HELP

Eric Adams

Account Executive

eric.adams@wishlistrewards.com

419.350.2247

wishlistrewards.com