



CENTRICITY@WORK: CASE STUDY

BAE SYSTEMS (BAE)

IMPACT PROGRAM

BACKGROUND

BAE recognized early on that engaged employees drive business acquisition, retention and results. However, in 2015, an internal review identified 17 disparate recognition programs in place throughout their U.S. enterprise. There was no shared vision or clear business imperatives driving these programs, no coordination among program owners and no way to measure engagement or results within the various programs or across the enterprise.

CHALLENGES

Because of the various unrelated programs in place, BAE was unable to track ROI or capture data to measure impact and effectiveness for their employees and for their recognition investment. BAE underwent an extensive RFP process to identify and select a workforce experience partner who could design a high-impact, consolidated program that would integrate these disparate programs into a cohesive platform to drive employee engagement and enhance culture across all business units.

RESULTS

In 2016, Centricity was awarded the contract as BAE's Workforce Experience partner. Today, BAE benefits from a cohesive recognition strategy and program design, a powerful platform proven to increase employee engagement and data-driven analytics that provide a dashboard view into program ROI. The new Impact Platform is so intuitive that employees doubled their use of non-monetary rewards, significantly increasing employee engagement while **decreasing their cost per recognition by 30%**. In 2017, BAE was recognized with three *Best Practice Awards of Excellence* by Recognition Professionals International (RPI). In 2018, BAE's Impact Program won RPI's prestigious *Award for Best Practices Overall* for success across all Best Practice Areas. Centricity is thrilled that this program continues to enhance workforce experience for BAE employees every day.

