



Leading Insurance Agency Uses Nectar to Promote Collaboration

Highlights:

- 2x increase in recognition given
- 100% increase in program participation
- Improved collaboration across departments

The Customer:

A 'tight-knit group'

Diversified Insurance is a full-service insurance agency, benefits consultant & risk management consultant. Executives and employees work together very closely.

Founded: 2001

Business: Insurance

Size: 51-200

The Challenge:

How to easily appreciate team members for going above and beyond

Diversified Insurance has always focused on being a collaborative, high-performing team that knows how to have fun. One of the ways they fostered this type of culture is by sending 'props' or 'kudos' to each other. At the end of each week, team members would use a slip of paper to write down someone's name along with something they appreciated about them. These slips of paper would be put into a box and read aloud to the whole team.

The practice of sending these 'props' helped create a culture of recognition and build a safe work environment. However, because of the manual process of collecting and sharing slips of paper, recognition was limited in frequency and participation. Likewise, leadership didn't have a simple way of giving out rewards (like gift cards) to employees for birthdays, work anniversaries or performance milestones which made it difficult to stay on top of.

The Solution:

An easy-to-use social recognition & rewards partner

After connecting with other vendors, Diversified Insurance found the platform they needed.

"Nectar has provided us with a digital process for recognizing and rewarding team members, both from a manager level and peer level," Sean Oliver - Executive Vice President at Diversified Insurance said.

To start, Sean and his team set up custom allowances for both employees and management. Next, they added their core values to the Nectar platform so that each shout-out given would help promote those core values and reinforce positive behaviors.

Armed with Nectar, the Diversified Insurance team now has the ability to recognize and reward each other publicly, in real-time. This has enhanced the feeling of comradery and collaboration across the organization.

"My team loves the ability to publicly recognize and reward other team members," Sean said.

The Results:

2x increase in recognition & more cross-team collaboration

Since launching Nectar last year, Diversified Insurance has doubled participation related to recognition. The number of praises given on a regular basis has increased over 100%. Nectar has helped improve collaboration across different teams and provided a simple way for managers to send rewards for birthdays, work anniversaries and spot bonuses.



"Nectar is a very simple, affordable tool for 360 recognition. My team loves to publicly recognize and reward other team members."

- Sean Oliver, Executive Vice President at Diversified Insurance