

HOW CPAP.COM USED FOND WHILE IT SCALED



Company Info:

CPAP.com is a family owned and operated business dedicated to providing affordable Sleep Apnea equipment to those who need sleep therapy.

Industry: Medical Devices
Availability: United States
Website: cpap.com

“Fond Rewards provides a conduit for positive feedback and helps fortify relationships between managers and individuals. This is particularly important as we grow to maintain a culture driven by personal connections.”

—Ashley Thompson, Marketing Manager at CPAP.com

CHALLENGE

CPAP.com is a family owned and operated company dedicated to providing affordable Sleep Apnea equipment to those who need sleep therapy. Over the past ten years, CPAP.com has doubled in size to support its growing customer base.

As CPAP.com grew, the company leadership realized that managers were losing the personal relationships with employees they had previously maintained. Additionally, the company’s focus on growth and performance meant the celebration of individual successes was starting to fall by the wayside.

CPAP.com wanted tools and processes to help them maintain a positive and familial culture driven by strong personal relationships between managers and employees as they scaled.

“The reception from the team has been awesome! Many have noted they are thankful and really appreciated the boost in recognition facilitated by having Fond Rewards.”

—Ashley Thompson, CPAP.com

SOLUTION

As a family-run company, CPAP.com was very invested in maintaining their close-knit and positive culture. That focus on culture came from the top — Johnny Goodman, the CEO of CPAP.com, began investigating products to help cultivate individuals. He came across Fond’s “Employee Happiness 101” e-book. This led him to Fond and its employee recognition platform, Fond Rewards. Johnny shared, “Fond Rewards seemed like the missing piece. This was a recognition platform we could use to send positive feedback and maintain relationships as we scaled.”

Fond Rewards has helped strengthen the manager and team relationship. According to Ashley Thompson, Marketing Manager at CPAP.com, “The employee-to-manager relationship is special. Fond Rewards allows me to commend my team on jobs well done by tying the recognition to specific behaviors.” Additionally, Ashley shares that “With Fond, we get to recognize individuals versus a generic company event or perk that may not foster relationships or appreciate the specific people who are going that extra mile.”

CPAP.com uses Fond Rewards to recognize their employees for many occasions, ranging from a simple “thank you for going above and beyond” to encouragement when someone is having a bad day to a fun incentive for completing a training task. In fact, CPAP.com has found that the benefit of giving recognition is less about the monetary value of the rewards and more about the personalized nature of the approach. “We’ve

been able to recognize all the good stuff people are doing that is pushing us forward and make sure there is genuine appreciation for the work being done,” says Ashley.

Since rolling out Fond Rewards, CPAP.com has seen very high adoption with nearly all employees receiving recognition post-training. One reason for the program’s success has been the strong example set by the CEO. “Our CEO, Johnny, gives out recognition via Fond. It’s less about the monetary value, but the power of a personal thank you note. People really appreciate that he takes the time to recognize them for their accomplishments.”

RESULTS

- Managers actively use Fond Rewards to recognize their teams, sending recognition an average of 46 times per month out of approximately 80 employees at the company.
- Nearly one-hundred percent of employees have been recognized since the program launched
- CPAP.com managers actively use Fond Rewards to reinforce key behaviors, celebrate wins, and simply to say thank you
- Employees have given overwhelmingly positive feedback about Fond Rewards
- Fond Rewards helps maintain a close-knit, family-oriented culture as CPAP.com scales