

MEDIALAB GAINS A COMPETITIVE EDGE WITH MILLENNIALS WITH FOND REWARDS



“Fond Rewards gives our employees a lot of options, and our millennials love options. It gives them autonomy. We’re able to engage and reward them wherever they are and how they want, rather than making them fit into some preconceived notion of what we think they want.”

—Tara Harris, Human Resources Director, MediaLab 3D Solutions



Company Info:

MediaLab 3D Solutions creates 3D animations and interactive presentations for consumer products and architectural design.

Industry: Technology
Employees: 110
Location: Tampa, FL
Website:
medialab3dsolutions.com

CHALLENGE

Tara Harris, HR Director at MediaLab 3D Solutions, an innovative 3D technology services company, had to find a scalable way to recognize their primarily millennial employee base who made up over 80% of their workforce. Prior attempts at rewarding employees for their achievements and milestones were archaic and disjointed. There was usually a delay in the recognition of employees. MediaLab often chose to hold employee appreciation events and it took time to plan an experience like a pizza lunch or Friday afternoon beer gathering.

Harris herself had to shop on the weekends for gift cards, which were selected at random versus being chosen on the bases of the individual interests of employees, most of whom were in creative functions and who had specific preferences. The company also wasn’t tracking who was giving and receiving rewards and what was the associated spend.

Harris sought a solution that would give its millennial employee base rewards they wanted, while providing the company with better track-

ing and analytics, so it could understand how recognition and rewards were being distributed.

In addition, since MediaLab is based in Florida where the tech industry is small and talent difficult to find, the company has to work hard when recruiting and offer attractive benefits. A comprehensive rewards and recognition solution that is immediate, personalized, so it covers a range of preferences, and easy for managers to use to dispense meaningful recognition would help the company attract, engage and retain employees.

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“Most of our employees are millennials and they want to choose rewards that suit them. They also want instant gratification. Fond has

really allowed us to speak the same language as not just our millennials, but our entire employee base.”

—Tara Harris, Human Resources Director,
MediaLab 3D Solutions

SOLUTION

After researching many rewards and recognition solutions, Harris decided to move forward with Fond Rewards. She loved that Fond Rewards is completely automated, so management can send recognition notes with rewards credit as soon as a recognition-worthy event happens. It is also mobile friendly with an app, a must considering that MediaLab is a tech company and has a savvy, on-the-go millennial employee base.

After an easy implementation that took very little time, 90% of employees began using the Fond employee recognition platform. Nearly 40% of employees were recognized within a three-month period after the program launched leading to an improved company culture. MediaLab’s selective millennial employees were thrilled with the ability to choose their own rewards and that the product was so seamless and easy to use.

Metrics were important as well—Harris needed a solution that could prove a return on investment. With Fond Rewards, she can see who is rewarding and who isn’t using his or her rewards credit budget. It lets her see which employees are top perform-

ers and may be strong candidates for role progression. Plus, she can see the rewards that are most popular, which informs her decisions when planning other initiatives and events for employees.

Due to the initial success of the Fond Rewards platform, Harris and the leadership team plan on using it as part of upcoming initiatives, such as their rollout of their new company values.

Now that MediaLab has brought its reward and recognition program up to date with Fond Rewards, the company is on track to becoming the premier tech employer of choice in Tampa Bay.

RESULTS

- Ninety percent of MediaLab 3D Solutions’ employees actively use Fond Rewards, with nearly 40% of their employee base being recognized since its launch
- MediaLab’s mostly millennial employee base is more positive and engaged now that they have frequent and immediate recognition and can choose the reward they receive
- MediaLab plans on using Fond Rewards as part of future initiatives, such as the company’s new values rollout