



CUSTOMER CASE STUDY / EMPLOYEE CELEBRATION

LoanCare turns an award into an employee celebration

LoanCare used TruCentive to celebrate its Top Workplaces recognition with more than 1,200 geographically dispersed employees. Every employee was offered a custom T-shirt and an ice cream gift card, with choices that made the gift their own.

THE OPPORTUNITY

Bring a dispersed team into the celebration

The award notification arrived near National Ice Cream Day. Letting employees choose their shirt size, delivery address and ice cream retailer made TruCentive an ideal solution for celebrating its dispersed team.

THE APPROACH

Combine team pride with personal choice

LoanCare created a custom T-shirt featuring its company logo and the Top Workplaces logo on the sleeve. Through TruCentive, recipients selected their own shirt size and entered their preferred delivery address.

The celebration also included an ice cream gift card. Employees could choose from national retailers and local retailers in LoanCare's key employee regions, giving them options for enjoying their treat close to home.

THE EXPERIENCE

A thank-you employees could make their own

The shirt gave employees a lasting reminder of the recognition, while the ice cream gift card added a treat they could enjoy on their own terms. LoanCare brought branded merchandise and gift-card choice together in a thank-you offered to its entire team.



Chosen by each employee

Their shirt size

A fit they selected.

Their delivery address

The destination they preferred.

Their ice cream gift card

National and local retailer options.

One shared celebration. Choices for every employee.

Celebrate your next company milestone with TruCentive.

Award recognition: LoanCare / PR Newswire, August 3, 2026.

Campaign details supplied by TruCentive.