



CUSTOMER CASE STUDY / EMPLOYEE RECOGNITION

WAPA makes Gold Star recognition personal from message to reward

Western Area Power Administration (WAPA) uses TruCentive to make Gold Star Awards personal and easy to receive. Employees learn why they are being recognized and access a gift-card reward through a branded experience.

THE OPPORTUNITY

Recognize contributions as they happen

WAPA's Gold Star program recognizes employee and team contributions through gift-card awards. Its on-the-spot approach calls for a recipient experience that makes appreciation clear, personal and easy to act on.

THE APPROACH

Connect the recognition to the reward

TruCentive brings the Gold Star message and reward access into one branded experience. Messages can identify the nominator, explain the contribution being recognized and guide the employee to open the award.

Recognizing a specific contribution, such as helping keep the team safe, makes appreciation concrete. The award connects an employee's actions with the difference those actions make for the team.

THE EXPERIENCE

Give employees a reward they can enjoy

The program is designed to let employees choose gift cards from a range of merchants within their award amount. Recipient choice turns a shared approach to recognition into something each employee can enjoy.



Appreciation made personal

On-the-spot recognition

Acknowledge meaningful contributions.

Personal award messages

Connect recognition to a specific action.

Gift-card choice

Let recipients choose how to enjoy it.

Make the reason for recognition part of the reward.

Make employee recognition personal with TruCentive.