

Comfort Systems USA Southwest Makes Employee Recognition & Communication a Priority Using HR Cloud



Gail Gust, the Director of Marketing and Business Development at Comfort Systems USA Southwest, provided the information for this case study. She was looking for a tool or platform to accommodate a new company recognition and rewards program and found HR Cloud from a Google search.

“We didn’t have any employee communication tool or platform for recognition and rewards,” says Gail. “We used emails and a texting tool, but the challenge was that we had no way to effectively issue recognition and rewards/gift cards.” Many companies attempt to handle communication, recognition and rewards through email. They find the process seldom generates the type of engagement they need, not to mention the ability to seamlessly deliver a gift card.



Company:

Comfort Systems USA Southwest



Industry:

Commercial HVAC



Number of employees:

405



Challenge:

Comfort Systems USA Southwest was in need of a platform for a recognition and rewards program. Their traditional communication process used emails and texting. While it got the word out, it was ineffective.



Solution:

HR Cloud Workmates solution was a solid fit. The tool facilitated engagement and communication of employee recognition. The employees’ interactive participation is fueling a culture of gratitude.



“My favorite aspect of HR Cloud is its ability to seamlessly issue gift cards that employees can choose for themselves.”

Gail Gust

Director of Marketing and Business Development

Prior to HR Cloud

Some companies have tried other platforms, such as Facebook Workplace. Once they realize what’s missing, they search for a better solution. But Comfort Systems USA Southwest had not tried any other system before contacting HR Cloud. This positioned them with an open mind and a desire to customize their program to meet the needs of their organization.

The collaboration process with HR Cloud was a good experience. The key goals included recognizing employees’ anniversaries, high performance, and issuing gift cards. In fact, Gail’s favorite aspect of HR Cloud is its “ability to issue gift cards without having to inventory and deliver them ourselves...and the employee gets to choose the type of gift card.”

Value Assessment

Gail shared her perspective on the value the HR Cloud provides. Many of her comments were related to the following two areas.

1. Responsive Support Team

Project customization takes intelligent and alert professionals and qualified support specialists. Forward-thinking and flexible team members on both sides worked together to prepare the platform for launch. This resulted in “expectations being met for a successful implementation.”

Gail’s team did a deep dive into the program and found a couple of areas that needed some effort to resolve. “We have uncovered several functional bugs and made recommendations to adjust some processes,” says Gail. “It has been a lot of work getting it up to par for our needs, but the support team has been very good and responsive.” Gail went on to share her genuine appreciation for the support team. She found success due in part to the “responsiveness in support, and making corrections or adjustments to the platform functionality.” This interactive process brought the program into alignment with the Company’s vision.

2. Social Intranet Style

Comfort Systems USA Southwest needed the ability to recognize employees and standardize communication. Their vision was to show appreciation and fuel company culture in an engaging way. Gail shared that the desired solution was “a more modern, technology-based, social-style of communication to our employees. Adding an automated gift card component made the solution more challenging to find.”

The social intranet platform is the tested and proven interface that improves employee engagement, and HR Cloud has incorporated a gift card program. Many companies have shared how the structure and format stimulate employee engagement, which in turn increases employee satisfaction and productivity.

It's well-documented that a recognized and rewarded employee outperforms the average employee. The social intranet style enhances the fun factor of recognizing peers, and the

HR Cloud “Kudos” module is an easy way to accomplish that. It allows associates to provide peer-to-peer recognition and gift card rewards from management. This aspect of sharing gratitude helps set a positive mindset culture.

HR Cloud Benefits

Users have shared that engagement is the most beneficial result received by their organization. The platform connects associates to each other in a way that doesn't happen through email. The engagement also drives a sense of team loyalty that produces greater work results.

HR Cloud also receives praise for simplified workloads and the celebration of associates. The Kudos module continues to draw the greatest amount of attention. Comfort Systems USA Southwest has utilized the platform to deliver a company-branded social intranet to facilitate communication and recognition. This has helped drive greater engagement and customer satisfaction for the organization.

