

CASE STUDY

Perform^[cb] Creates a Recognition-First Culture



Industry

Marketing Technology

Company Size

150+ employees

Use Case

Support Change and Business Transformation
Unify and Enhance Workplace Culture

Solution

Recognition & Rewards

Times have changed, and so has our company name—from Kazoo to WorkTango. With our recent acquisition and expansion to a holistic Employee Experience Platform, Kazoo is now known as WorkTango. You'll read and hear customers referring to us as Kazoo in materials released prior to the change, but rest assured we still offer the same quality products and services, just with a new name.

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Challenge

At the beginning of 2020, leaders at Perform^[cb] knew they needed a strategy to preserve their tight-knit, vibrant company culture through a remarkable series of changes.

The company was growing rapidly after making several acquisitions, turning the local team into a global one. Culture had always been one of their company's strong points — but how could they scale it? How could they ensure it stayed intact, even across oceans? There had never been more of a need to unify the company, stay connected, and boost morale.

Solution

The team identified Kazoo [now WorkTango's] Employee Experience Platform as the answer. The Kazoo [now WorkTango] customer success team helped guide Perform^[cb] through the implementation process, setting up their first custom Incentives, Rewards catalog, and intro materials. When Perform^[cb] launched, employees were on board instantly.

Since implementing Kazoo [now WorkTango], the team has focused on cross-department recognition, peer-to-peer encouragement, incentivizing cultural events and training, and promoting important initiatives around subjects like DE&I. Company use of the program soared, and a culture of unity and celebration thrived — even through a pandemic and across a global reach.

Results

97%	of employees active on the platform
84%	of employees sent recognition
40%	of recognition was cross-departmental
3.7K+	pieces of recognition sent
11K+	high-fives

DETAILS

For 5 years running, Perform^[cb] has been named the #1 [cost per action](#) marketing group worldwide. As the group helps clients scale their customer acquisition plans, Perform^[cb] offers proprietary, ever-evolving technology and a combined 400 years of marketing experience. At the core of its business is a lively, tight-knit, happy company culture: Employees feel valued and appreciated, and consistently bring their best to the table.

However, the recent growth hasn't come without its challenges. As the company's once-small team became global, reaching from the U.S. to Bosnia, the pandemic complicated matters by separating thriving teams overnight. The HR and leadership team at Perform^[cb] knew unity would be critical, and they had to find a solution — fast.

Perform^[cb] had a strong history of top-down recognition, but leadership wanted to round out the culture of recognition by focusing on bottom-up and peer-to-peer recognition as well. When the team found Kazoo [now WorkTango], they knew they were onto something.

What were the biggest selling points?

- Kazoo [now WorkTango's] ability to integrate with Slack
- The ease of recognizing birthdays and anniversaries
- Comprehensive custom rewards offerings (like a day out boating with the VP of HR)
- The ease of incentivizing cultural events and training
- The user-friendliness

Each piece worked together to make Kazoo [now WorkTango] the best central space for supporting Perform^[cb]'s suddenly remote company culture.

“The onboarding process with Kazoo [now WorkTango] was seamless. It went incredibly smoothly. It took about a day for our team to embrace the program and they were all in,” said Perform^[cb] Vice President of Marketing Ami DeWille.

Perform^[cb] introduces new hires to Kazoo [now WorkTango] early, which integrates team members into their company culture during the onboarding process. From Day 1, new employees are able to join their colleagues in earning Incentives, see their names in the Activity Feed, and send and receive rewards points.

Kazoo [now WorkTango] also helps managers connect with their direct reports as they recognize and reward them publicly for a job well done. Team members can high-five co-workers on the other side of the world — and the praise is visible company-wide. A culture of *celebrating people* has taken off.

According to Ryan Hill, Vibe Manager at Perform^[cb], the ROI is exactly what they'd hoped it would be: “It's kept the company's vibrant, unified culture alive even through a pandemic. Morale is up. Salespeople are working harder. The compliance team is digging deeper. The operations department is pushing things farther.”

“The biggest benefit of working with Kazoo [now WorkTango] is the ability for our team members to celebrate each other in a way that's presented to the entire company as a whole,” says Hill.

Amy DeWille celebrates the increased connectivity and visibility Kazoo [now WorkTango] has brought. Where previously one team's work might not have been noticed by another, Kazoo [now WorkTango] empowers teams to share more of each other's wins. The sense of working toward a common goal has grown.

Perform^[cb]'s culture has not only survived, but thrived — thanks to Kazoo



“Kazoo [now WorkTango] has kept the company's vibrant, unified culture alive even through a pandemic”

RYAN HILL

Vibe Manager at Perform^[cb]

At WorkTango, we're revolutionizing how the world's most forward-thinking companies engage and inspire their people. We offer the only Employee Experience Platform that enables meaningful recognition and rewards, offers actionable insights through employee surveys, and supports alignment through goal setting and feedback.

WorkTango is built for the workplace we all want to be a part of — where priorities become clear, achievements are celebrated, and employees have a voice. So if you're ready to make work lives better, schedule a demo today