

## CASE STUDY

# Revitalizing and Strengthening HR Programs

**bazaarvoice:**

**Industry**

Software; Tech

**Company Size**

800+ employees

**Use Case**

Build Healthier Workplaces

**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.

**Challenge**

Bazaarvoice struggled to scale employee recognition and program participation amid rapid growth.

As the company expanded, its employee programs — including recognition, wellness, and charitable giving programs — became disconnected and ineffective. These siloed HR initiatives were a drain on company resources, but suffered from low awareness and participation.

**Solution**

Bazaarvoice used Kazoo [now WorkTango] to incentivize wellness program participation and revitalize employee recognition.

Using Kazoo [now WorkTango's] Behavior Bonuses, Bazaarvoice was able to raise its wellness program participation to 70% — triple the rate of an average corporate wellness program. Best of all, the platform allowed the HR team to evaluate the success of its initiatives.

**Results**

**Bazaarvoice had 70% wellness participation — almost triple that of the average corporate wellness program.**

**3/4**

of employees actively recognized each other

**70%**

wellness participation (triple that of the average corporate wellness program)

Highest ever program participation in the company's history

With the help of Behavior Bonuses and Kazoo [now WorkTango's] Recognition & Rewards platform, Bazaarvoice saw its highest ever participation in employee recognition, rewards, and charitable giving programs. Roughly three-fourths of the company's employees actively recognized each other after the first year of using Kazoo [now WorkTango].

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.



“We got an email from an employee who found out she had a critical illness. She took her health risk assessment because we encouraged her through Kazoo [now WorkTango]. She wrote a very lengthy message to thank us for creating that incentive — that's the kind of reward that's priceless.”

Bazaarvoice VP of Rewards & Operations