

## CASE STUDY

# Strengthening Culture to Win the War for Talent

**Arrowhead**  
credit union

## Industry

Financial; Credit Union

## Company Size

350+ employees

## Use Case

Enhance Workplace Culture  
Improve Retention

## 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

Arrowhead Credit Union was losing employees to competitors' big-bank perks.

Recognition and rewards at Arrowhead Credit Union were inconsistent across the board, and its multigenerational workforce felt disconnected, leading to high turnover. The credit union knew it needed to create a strong culture with consistent recognition throughout the company to improve retention.

## Solution

Arrowhead Credit Union created a strong culture of recognition and increased retention with Kazoo [now WorkTango's] Recognition & Rewards platform.

By using public, peer-to-peer recognition to close the gap in its company's workforce, Arrowhead Credit Union connected its employees across departments, locations, and generations — and reduced the employee turnover rate by 49%. Plus, the company customized its reward catalog to fit and reinforce its culture, offering experiences, charitable contributions, and more.

## Results

**Arrowhead Credit Union cut its quit rate in half.**

With the Recognition & Rewards platform from Kazoo [now WorkTango], Arrowhead Credit Union was able to connect its employees across multiple generations, using public recognition as a tool to close the gap in its workforce. Within the first year, the company saved 40% on its rewards budget and had a 49% reduction in the number of employees who left to work at other credit unions or banks.

**49%**

reduction in employee turnover

**40%**

savings on employee rewards budget

**96%**

of employees actively sending recognition on the platform

**16,5000**

pieces of recognition sent across all age groups, departments, and locations



“This is the best thing ever. It’s exactly what I need, and it’s easy to administer. I would say I spend 15 minutes a day administering.”

**VALERIE HOPKINS**

SVP of Human Resources

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.