



**Client:** First National Bank of America

**Project:** Employee Rewards Program to Maximize Engagement

# Streamlining Employee Incentives with Ecommerce

## ECOMMERCE SOLUTIONS

## EMPLOYEE ENGAGEMENT

### Our Challenge

First National Bank of America (FNBA) takes pride in its exceptional employee engagement, driven by a robust rewards program. Employees who go above and beyond are rewarded with funds redeemable for company-branded merchandise. This program not only recognizes stellar performance but also nurtures a positive work culture.

However, the old system was bogged down by manual, error-prone processes that were hindering the success of an otherwise stellar program. FNBA needed a more efficient solution to streamline administration and boost overall program efficiency.

### Our Solution

The first step was to collaborate with FNBA to fully understand its needs: Easy management, efficient reward fund allocation and seamless order placement. From there, GO2 developed a customized solution leveraging our sophisticated ecommerce technology. The new platform features:

- **Simplified management:** FNBA's platform administrators can now easily manage employees and reward funds via a user-friendly interface — eliminating manual data entry.
- **Efficient fund allocation:** The new platform automates the reward funds allocation process, ensuring timely distribution of funds and eliminating delays.
- **Reward variety:** The revamped ecommerce platform offers a more diverse range of reward items. This extensive catalog enhances the effectiveness of the program.
- **Seamless order placement:** Convenient browsing, a seamless ordering process and free shipping to a bank branch ensure a hassle-free experience.
- **Robust analytics:** Real-time visibility via dashboards and reports help track redemptions, transactions and performance, enabling informed decision-making and optimization.

## Our Results

GO2's ecommerce platform has transformed FNBA's employee rewards program, making it more efficient, intuitive and engaging. The enhanced technology has helped the financial institution achieve three core benefits:

1. Increased efficiency: Automated processes for employee management, fund allocation and order placement have significantly reduced administrative work and processing time.
2. Enhanced employee satisfaction: The user-friendly interface and comprehensive rewards catalog have boosted employee engagement.
3. Improved program oversight: Detailed analytics provide FNBA with comprehensive insights into program usage and performance, facilitating continuous improvement.

By leveraging GO2's advanced ecommerce technology to streamline program management and enhance user experience, FNBA has reinforced its commitment to its employees and their overall well-being.

