

# Young Electric Sign Company

## Introduction

This case study of Young Electric Sign Company is based on a March 2020 survey of O.C. Tanner customers by TechValidate, a 3rd-party research service.



“Recognition of length of service helps us build a better company culture”

“Employees look forward to receiving an award for their dedicated service.”

## Challenges

Business challenges that led the profiled company to evaluate and ultimately select O.C. Tanner:

- Challenges faced that led them to purchase O.C. Tanner solutions:
  - No problems. Our service award program has been long standing for many years

## Use Case

Key features and functionalities of O.C. Tanner that the surveyed company uses:

- O.C. Tanner products/services they use:
  - Service Awards (Yearbook™)

## Results

The surveyed company achieved the following results with O.C. Tanner:

- Outcomes realized as a result of using O.C. Tanner solutions:
  - Employees feeling that their work is meaningful and having a stronger connection to their company’s mission or purpose
  - Employees stay with their organization longer
  - Employees’ contributions and successes being celebrated
  - Employees have an increased sense of opportunity for personal and professional development
- O.C. Tanner capabilities compared to competitors:
  - Transparent pricing: better
  - Total cost of ownership: better
  - Ease-of-use: better
  - Customer service: significantly better
  - Technology: better
  - Award selection: worse
  - Custom awards: significantly better
  - Flexible program design: better
- Saw a return on their initial investment with their O.C. Tanner solution in we have not yet measured ROI.
- They agree O.C. Tanner helps their organization accomplish and appreciate great work.

### Company Profile

Company:  
**Young Electric Sign Company**

Company Size:  
**Large Enterprise**

Industry:  
**Professional Services**

### About O.C. Tanner

O.C. Tanner helps organizations inspire and appreciate great work. Thousands of clients globally use our cloud-based technology, tools, and awards to provide meaningful recognition for their employees. Learn more at [www.octanner.com](http://www.octanner.com).

**Learn More:**

[O.C. Tanner](#)