O.C. TANNER CASE STUDY

Southwest Airlines Co.

Introduction

This case study of Southwest Airlines Co. is based on a May 2023 survey of O.C. Tanner customers by TechValidate, a 3rd-party research service.

Challenges

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

- Attracting top talent
- Recognizing at scale
- Losing great employees (retention)
- Employee burnout
- Negative workplace culture
- Negative employee feedback
- Low engagement scores
- Needing to create, replace, modernize or consolidate recognition program(s)

Use Case

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

- Daily recognition
- Nominations
- Group Deposits (company-wide recognition)
- Career anniversaries
- Initiatives
- Swag Boxes (onboarding & company branded merchandise)
- Celebrations/Events/Holidays
- Awards (gift cards, merchandise, experiences)
- Custom awards (careerscapes, numerals, cubes, etc)
- Onboarding

Results

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

- Saw a return on their investment with O.C. Tanner within 1 year.
- What business and cultural outcomes, if any, has your organization seen as a result of using O.C. Tanner products/services?
  - Employees feel a greater connection between their work and the organization's purpose
  - Improved employee fulfillment in their job
  - Improved recognition scores
  - Increased innovation
  - Increased employee engagement
  - Improved frequency of recognition moments
  - Improved workplace community
  - Improved employee satisfaction with job
  - Increased productivity
  - More consistent recognition
  - More visible recognition
  - Stronger collaboration across teams
  - Stronger connection with leaders
  - A stronger connection with team and colleagues

Company Profile

Company:
Southwest Airlines Co.

Company Size:
Large Enterprise

Industry:
Transportation 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.

Learn More:

 O.C. Tanner

Source: Brittany Stephens, Human Resources Coordinator, Southwest Airlines Co.