

# Small Business Transportation Services Company

## Introduction

This case study of a small business transportation services company is based on an April 2021 survey of O.C. Tanner customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“The Service Award program we implemented has been working smoothly. If there is a problem, then OCT has taken care of it. ”

## Challenges

The 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:
  - recognition program

## Use Case

The 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
- O.C. Tanner capabilities compared to competitors:
  - transparent pricing: better
  - total cost of ownership: better
  - ease-of-use: better
  - customer service: significantly better
  - technology: significantly better
  - award selection: better
  - custom awards: better
  - flexible program design: better
- They agree O.C. Tanner helps their organization accomplish and appreciate great work.

### Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:  
**Small Business**

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](http://www.octanner.com).

**Learn More:**

[O.C. Tanner](#)