

Otter Tail Power

Introduction

This case study of Otter Tail Power is based on an October 2019 survey of O.C. Tanner customers by TechValidate, a 3rd-party research service.



“Recognition becoming baked into the culture. More specific. More timely.”

“Yearbooks with wonderful comments.”

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:
 - Low engagement scores
 - Needing to replace or create a recognition program

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™)
 - Strategic services (consulting, training, measurement, branding, communications)

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’ contributions and successes being celebrated
- O.C. Tanner capabilities compared to competitors:
 - Transparent pricing: better
 - Ease-of-use: better
 - Customer service: significantly better
 - Technology: significantly better
 - Award selection: better
 - Flexible program design: significantly better
- Saw a return on their initial investment with their O.C. Tanner solution within 1 year.
- They agree that O.C. Tanner helps their organization accomplish and appreciate great work.

Company Profile

Company:
Otter Tail Power

Company Size:
Medium Enterprise

Industry:
Energy & Utilities

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.

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