

Automobile Club of Southern California

Introduction

This case study of the Automobile Club of Southern California is based on a September 2019 survey of O.C. Tanner customers by TechValidate, a 3rd-party research service.



“We are hoping to improve with updated solutions for recognition and we’re in the process of that now. This is relatively new to us (2016) and used by many people in our organization.”

“Ease of use when selecting gifts and timely shipping of awards.”

Challenges

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

- Challenges faced that led them to purchase O.C. Tanner solutions:
 - A desire to consolidate recognition programs
 - Needing to replace or create a recognition program

Use Case

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

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

Results

The surveyed organization 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:
 - Total cost of ownership: significantly better
 - Ease-of-use: significantly better
 - Customer service: significantly better
 - Technology: significantly better
 - Award selection: significantly better
 - Custom awards: significantly better
 - Flexible program design: significantly better
- They have not measured ROI so they are unsure of their initial return on the investment of their O.C. Tanner Solution.
- They agree that O.C. Tanner helps their organization accomplish and appreciate great work.

Organization Profile

Company:
Automobile Club of Southern California

Industry:
Membership Organization

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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