

PFG Bravo Rewards and Recognition Program

CASE STUDY



An integrated points-based system designed with flexibility and customization.



Objectives

- Build and grow a culture of recognition across a large and diverse employee base.
- Design a system to deliver core strategic initiatives and streamline multiple recognition activities and tools into one integrated platform.
- Allow flexibility and autonomy for the various operating companies (OpCos) to customize recognition components to meet their individual needs.



Impact / Key Results

Engagement

99%

Leader Participation

Engagement

8

Recognition Touchpoints PEPY on Average



Company Profile

Performance Food Group (PFG) is one of the nation's largest foodservice distributors, with over 37,000 associates, and six business segments across 200+ individual operating companies (OpCos). The individual operating companies are locations that distribute and manufacture food to over 300,000 customer locations across the United States and Canada. PFG is ranked #91 on the Fortune 500.

Background

A strong culture and associate engagement are important to PFG. With six segments that operate individually, and a large and dispersed employee population, it's very important for PFG to "put people first" and "do the right thing." Incentive Services had already been working with one of the companies acquired by PFG on a longstanding and successful program. Based on the popularity and success of this strategy, the concept of one, integrated recognition system across PFG was extremely appealing. In addition, PFG was looking for a more comprehensive approach and wanted to streamline multiple components across locations.



Delivery and Strategic Services Provided by Incentive Services

Bravo is PFG's points-based reward and recognition program reaching more than 37,000 associates. The program is an enterprise-wide, points-based performance improvement and recognition platform. Complete with the four pillars of recognition, the program features many ways to recognize and reward PFG associates. To manage the program cascading down to the OpCo level and ensure strategy alignment, a governance council was created with representatives from each business segment. They participate in program design, best practice sharing, and driving strategy engagement.

Services & Technology

- ✓ Touchpoint TechnologySM
- ✓ Consulting
- ✓ Communications
- ✓ Training
- ✓ Rewards
- ✓ Data Sciences
- ✓ Client Services
- ✓ Customer Service
- ✓ Warehouse & Mailing Fulfillment



Core Enterprise Strategy

Service Award
Birthday
Holiday
Associate-to-Associate Recognition
Leader-to-Associate Recognition
Employee Appreciation Day

OpCo Specific Initiatives

Production Metrics
Perfect Attendance
Performance spurts
Safe Worker
Safe Driver