

AutoTrader ignites the Spark of employee engagement by partnering with Achievers

“ I have worked with many vendors and I have never received the level of service that I have from everyone at Achievers, especially our Client Success Manager. I have worked with many other vendors—Taleo, Oracle, as well as Jive—and I have never had such a responsive internal team. ”

—Heather Markle, Manager Rewards & Recognition, **AutoTrader Group**, Human Resources

About AutoTrader

- Top automotive classifieds site
- 3,500 employees
- 3.5mm new & used cars for sale
- Over \$1B in annual revenue

Key Objectives

- Consolidated platform for all AutoTrader recognition initiatives
- Provide opportunity for everybody to recognize and be recognized
- Linking recognition to personal, team, and organizational objectives
- Increased reporting capabilities such as analytics and dashboards to create “recognition intelligence” across the company

Challenge

AutoTrader’s existing recognition initiatives were fragmented, with each department managing its own initiative and no central records or organization. Pizza parties, gift cards and the occasional email led to inconsistent recognition, inaccurate taxation and financial tracking, lack of transparency, unequal employee experiences, and a lack of reward options among employees. AutoTrader wanted to put together a program that was meaningful and effective for everyone.

Additionally, AutoTrader saw a shift in the workforce. The new generation of employees responds differently to established structures, and AutoTrader wanted to put together a program that is meaningful and effective for everyone.

Solution

AutoTrader partnered with Achievers in 2012 to create a strategic rewards and recognition program aligned with its company values and specific business objectives. The organization wanted a consolidated solution for all of its various recognition initiatives, and Achievers worked side-by-side with AutoTrader to construct a tailored online recognition platform called *Spark*. Achievers software and services presented a way to create a unified and intuitive recognition experience.

Spark, powered by Achievers, offers greater visibility among employees into how and why people are recognized as well as encourages recognition as part

Results

- Activation 95%
- 20,000 recognitions in the first six months
- Success led to expansion into parent company – Cox Communications

of daily life at AutoTrader. AutoTrader's diverse workforce required a solution that could be easily adopted without an extensive technology background, and would be meaningful to all employees. Implementing peer-to-peer recognition software aligned recognition to specific personal, team, and organizational objectives and enabled more employees to actively engage in recognition, without increasing the existing recognition budget.

Additionally, increased reporting capabilities, including a full analytics suite and customizable dashboards, created "recognition intelligence" across the company. The executive team now has greater visibility and awareness of the amount and type of recognition be rewarded at all levels.

Results

Although AutoTrader has recently launched, they have achieved 95% activation of employees actively using the platform, thanks in part to support from Achievers in executing a successful launch. By consolidating into one, easy-to-use online platform, AutoTrader created a culture of recognition aligned with corporate values and goals. The program has been so successful "Spark" has become a verb within the culture: "I need to *spark* her for her contribution to that project."

Additionally, Autotrader has also formalized recognition in its scorecards, policies and metrics, ensuring a consistent and effective culture of recognition. Even post-launch, AutoTrader has enjoyed the consistent support of the Achievers team to continue to maximize the platform to meet their unique goals. The program has been so successful, it has been expanded into Cox Communications, the Autotrader parent company.

About Achievers

Achievers wants to Change the Way the World Works by helping companies around the world recognize and reward positive employee behaviors every day, resulting in higher employee engagement and better business results. With their award-winning technology, unmatched customer service, and industry-leading expertise, Achievers has powered the world's most successful rewards and recognition programs.

Find them on the web at www.achievers.com.