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The Story

Genesis Hospitality operates six hotels in central Canada including the popular Victoria Inn chain in Winnipeg, Brandon and Flin Flon, Manitoba and Thunder Bay, Ontario, as well as The Royal Oak Inn in Brandon, Manitoba and the Best Western in Owen Sound, Ontario. Genesis Hospitality hotels are full service with spacious accommodations ranging from family guestrooms to business suites and children's themed rooms.

Program Objectives

Genesis knows that hotel chains that consistently provide great customer service win the loyalty of travellers. As a good company working on becoming great, Genesis Hospitality's strategic plan focuses on three key pillars of success: growth, guest satisfaction and building and nurturing an exceptional team.

To engage its 900 employees and motivate them to deliver the very best customer service, Genesis sought an employee rewards and recognition solution that would align with the company's vision. Genesis wanted a solution that would also incent employees to contribute to the bottom line by promoting activities such as suite up-sells as well as restaurant and lounge sales.

The Solution

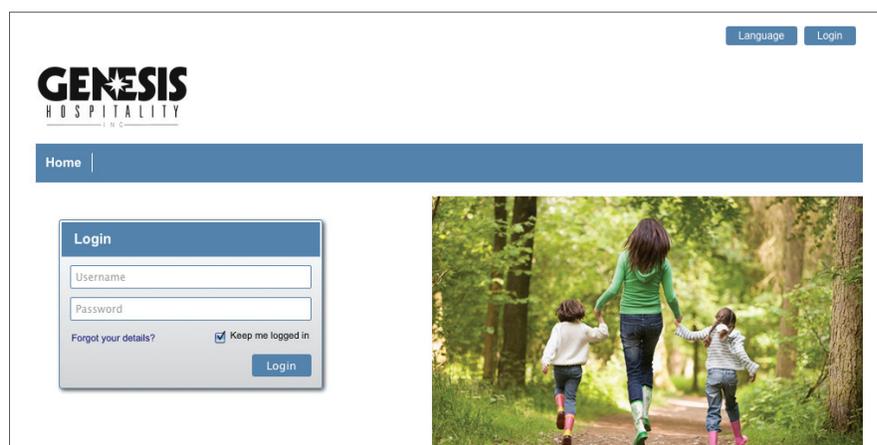
Genesis partnered with Achievers to develop and launch the new Genesis Hospitality Performance & Recognition Program or GenPoints. This innovative online rewards program recognizes outstanding performance and rewards employees for exceeding goals.

With the new program, there are many ways for employees to earn GenPoints, such as by referring new employees, being mentioned positively by name on a guest comment card and achieving milestones. Managers also have ability to instantly reward outstanding work performance on the spot with points cards.

Results

The GenPoints program has been successfully embraced by employees, creating new ways for the company and its workforce to be productive, safe, environmentally friendly and frugal. The program helped Genesis meet targeted business goals, increasing suite upsells by 62%. Genesis also saw a rise in employee engagement, leading to accolades such as the 50 Most Engaged Work Places award in 2010 and being named one of Canada's 50 Best Managed Companies two years in a row.

Genesis learned that employee satisfaction goes a long way. With committed, loyal and engaged personnel, Genesis has achieved excellence in the hospitality industry.



Achievers (formerly I Love Rewards) is passionate about employee rewards and Social Recognition. Our software helps engage employees and inspire performance globally. Achievers' customers include Deloitte, 3M and Microsoft.