

KUDOS. CASE STUDY

Wilson HCG Empowers Distributed Workforce to Drive Exceptional Performance



kudos[®] 

“

We don't have an app, or a product on a shelf – we have people. That's our business. Because of that, it's important for us to make sure everyone is happy and engaged.

Marisol Hughes

*Executive Vice President & General Counsel,
WilsonHCG*





The Goal: Attract and Retain the Best People

As a global talent solutions provider, people are WilsonHCG's product.

"We hire the best talent no matter where they're located," explains Marisol Hughes, EVP & General Counsel at WilsonHCG. Global presence and local expertise are critical components of WilsonHCG's success.

As WilsonHCG faces the challenges of a demanding and borderless workforce, its leaders understand that employer differentiation through great culture and support is key.

As a people-first, forward-thinking organization, they've always known that band-aid retention strategies, like focusing solely on compensation, are not sustainable. They are committed to their long-term approach to talent, which includes career and professional development opportunities, strong leadership, executive mentorship, and excellent benefits – all things that lead to long-term engagement.

One strategy that WilsonHCG is committed to is celebrating each other's successes through regular, meaningful, peer-to-peer recognition.



At a glance

NAME

WilsonHCG

LOCATION

Tampa, Florida (Global HQ)

INDUSTRY

Human Resources

Wilson HCG is a global talent solutions provider. They deliver talent acquisition solutions in over 65 countries.

SIZE

1000+ Employees

KUDOS PROGRAM

- Recognition + Rewards
- Kudos client since 2014

The Approach: A Robust Employee Engagement Strategy for OneWilson

Through the Kudos platform, WilsonHCG celebrates innovation daily, regardless of location.

WilsonHCG has been a Kudos client for eight years and counting. Marisol Hughes explains, “what sets Kudos apart from the competition, and why we’ve continued to use it as we’ve scaled over the years is the peer-to-peer component.”

OneWilson

WilsonHCG’s workforce consists of office-based, onsite, and virtual employees worldwide. Together

they call themselves **OneWilson**. They are dedicated to fostering exceptional employee experience (and client service) regardless of location. The process of gathering feedback, listening to feedback, and actioning feedback is engrained in WilsonHCG’s leadership team.

Accessible Recognition from Day One

Recognition at WilsonHCG flows freely across geographies and levels of the organization, thanks to the Kudos platform. Every recognition message on Kudos is tied to the same core values, creating exceptional alignment that drives performance.

Kudos is integrated into the entire employee journey, including onboarding, where new employees are recognized on the platform as they work through their first tasks. Employees can immediately begin giving and receiving recognition on Kudos.

Engagement starts on day one at WilsonHCG.



Recognizing what Matters Most

At WilsonHCG, core values are called the **WilsonDNA**. Developed by WilsonHCG employees, the DNA defines every aspect of their business, from how they work with each other to how they serve clients and engage with partners.

Every WilsonHCG employee gets a monthly allowance of Kudos points and can reward others who have gone the extra mile demonstrating one (or all) of the WilsonHCG DNA and values. The Kudos points can be redeemed for gift cards of their choice and branded WilsonHCG swag.

People want to make a difference and love the options to donate Kudos points, which are then transferred to cash, to charitable organizations.

Spaces for Success Celebrations

Team-specific Kudos Spaces are used to run custom monthly contests. Badges that permanently live on Kudos profiles are awarded to the winners. The spaces help leaders at WilsonHCG track progress on large projects, including metric-based results.



Kudos is routinely called out in all our quarterly engagement surveys as our employees' favorite way of being recognized by the business and peers. Being recognized by their peers rather than their managers (managers can and do recognize and reward their team members on Kudos too) means a lot to people.

Marisol Hughes

EVP & General Counsel, WilsonHCG



Week of Wilson

To celebrate WilsonHCG's history, they host an annual company-wide engagement week every October. This week is a celebration of culture with daily activities to drive engagement from anywhere. The entire company is broken into teams with members from around the globe to compete in company trivia, philanthropic challenges, and team building.



Results and Impact

WilsonHCG continues to expand its operations globally by providing an exceptional experience for employees and outstanding results for clients.

Award-Winning Culture

WilsonHCG holds a coveted Great Place to Work Certification. This award involves an external evaluation of company culture and employee satisfaction. WilsonHCG's results were outstanding: 95% of WilsonHCG employees say that WilsonHCG is a great place to work, compared to an average of 59% for US companies.

Wilson was also named a 2020 Cigna Well-Being Award winner for its commitment to improving the health and well-being of its employees. The well-being award recognizes leadership, organizational foundations, policy and environment, program implementation, and participation.

Exceptional Employee Experience

"Kudos is routinely called out in all our quarterly engagement surveys as our employees' favorite way of being recognized by the business and peers," explains Marisol Hughes. "Being recognized by their peers rather than their managers (managers can and do recognize and reward their team members on Kudos too) means a lot to people."

Glassdoor

- Glassdoor (4 / 5 stars, 86% would recommend to a friend and 96% approve the CEO)

Internal Engagement Survey Results

- **99% of employees agree** that when you join WilsonHCG, you are made to feel welcome.
- **98% of employees agree** that people care about each other at WilsonHCG.
- **97% of employees agree** that WilsonHCG executives fully embody the best characteristics of our company.
- **97% of employees agree** that our facilities contribute to a good working environment.
- **96% of employees agree** that management hires people who fit in well here.

Happy Clients

WilsonHCG maintains industry-leading net promoter scores (NPS) within its customer base. Thanks to its people, WilsonHCG has the capability and capacity to meet and exceed traditional performance criteria (e.g., pricing expertise, breadth and scope of core and value add services) and carry out its commitment to a flexible, high-service, and partnership-oriented approach. WilsonHCG has gained a reputation for having a unique and competitive edge in the industry.

Business Growth

WilsonHCG continues to grow its revenue organically and through acquisition. It's established a robust and ever-growing global footprint with clients that continues to expand year-over-year. Analysts predict that the RPO market is expected to grow by 6 – 11%. WilsonHCG is seeing significantly higher growth across all regions, driven by exceptional (+250%) growth from the initial contract through the first several years of service delivery.



It's our people that propel us forward, and we believe our talent drives the momentum that delivers exceptional service to our clients. This proactive approach encourages success both internally and among our clients.

Marisol Hughes

EVP & General Counsel, WilsonHCG



© 2023 Kudos Inc. All rights reserved.

KUDOS® is a trademark owned by Kudos, Inc, a Canadian corporation, registered in the United States, Canada, European Union, and other jurisdictions. For a full list of the trademarks owned by Kudos, Inc. and use guidelines relating thereto, please visit kudos.com/trademarks.



kudos.com/contact