

# Great Culture Starts with Kudos

Where everyday recognition fuels lasting employee engagement and organizational performance.





## Your people are your greatest asset

Employee disengagement undermines productivity, innovation, and morale. Kudos addresses this by connecting employees to your company's purpose, values, and each other – turning everyday interactions at work into moments that strengthen culture.

With smart automation, flexibility, and insights, Kudos transforms recognition from a siloed program into a cultural catalyst that fuels the employee experience across your entire organization.

### The state of employee engagement

**79% of employees** worldwide are disengaged, and the problem is accelerating among managers.

Disengagement negatively affects:

- Productivity
- Profitability
- Morale
- Customer satisfaction
- Retention

# Recognition that fuels culture

Kudos puts recognition at the heart of culture-building:



Recognize someone

To: Jasmine Reyes

Message: Make it meaningful! Describe their contributions and the positive impact they've had on you or the organization. Type @ to tag someone.

Select qualities: Search qualities...

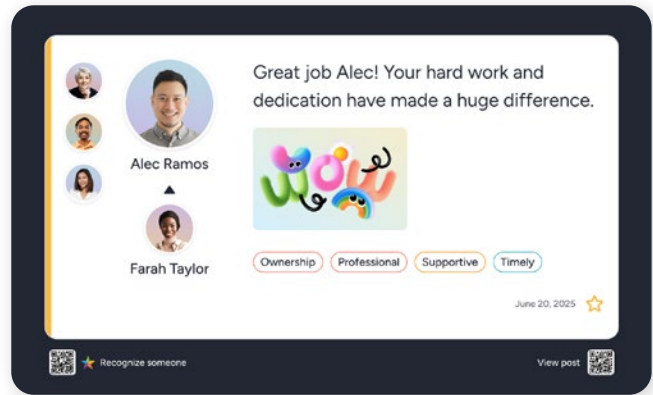
Add points: 0 (selected), 5, 10, 25, 50, Other

You have 100 points left to give

Save as draft | Send

## Flexible Recognition Options

Empower users to choose how they recognize – with or without points, at any time.



## Recognition On Display

Bring recognition into your physical workspace with Kudos TV and QR code engagement.

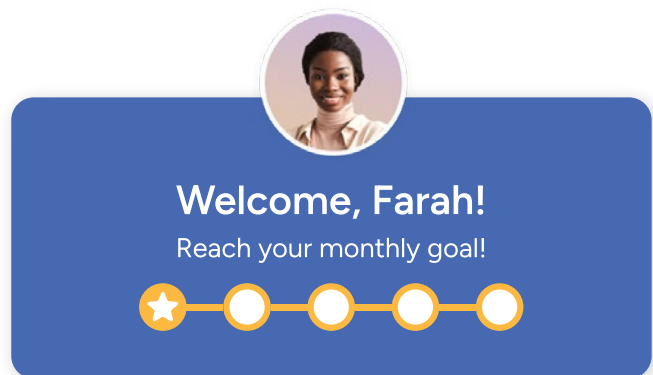
Schedule send

Send date: 21/06/2025 09:00 AM

Schedule

## Smart Suggestions & Scheduling

Make recognition effortless with peer recommendations and the ability to schedule recognition for key moments.



## Gamified Participation Goals

Drive consistent engagement with monthly recognition goals and progress tracking.

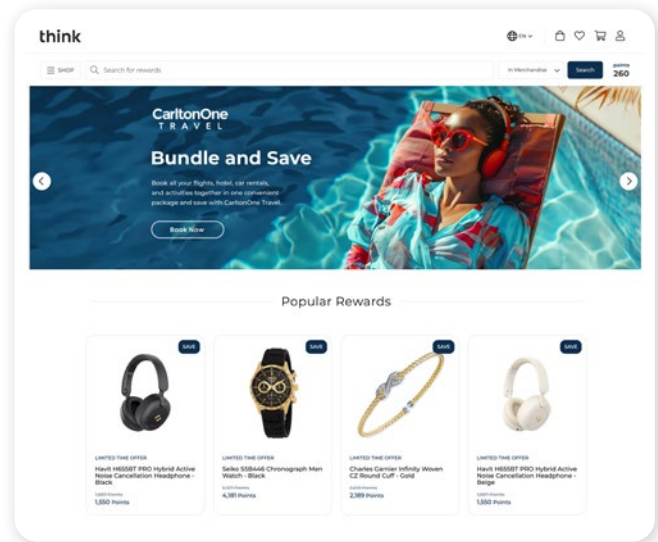
# Rewards that matter to everyone

Kudos Rewards complements your recognition program, no matter where or how your people work:



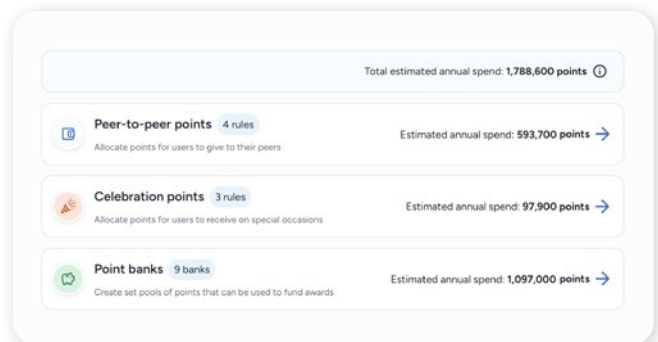
## Global & Local Options

From gift cards and experiences to charitable donations and company swag, there's something for everyone.



## Seamless Redemption

Employees can browse and redeem rewards directly in the Kudos platform or in a custom store, with intuitive navigation and real-time balances.



## Full Budget Visibility

Budget tracking and controls ensure admins can manage costs without surprises.

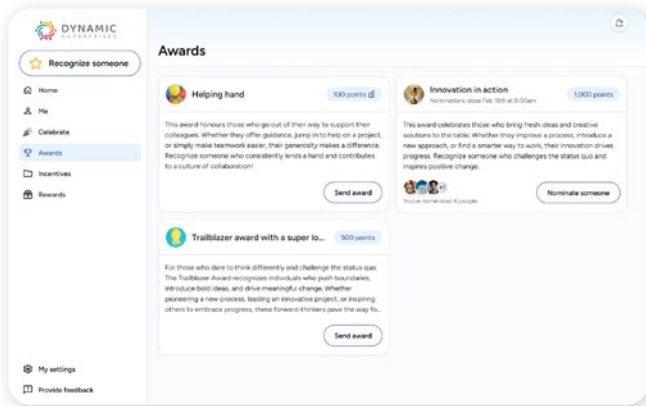
## Keep in mind: Kudos is available with or without Points

Enable recognition that celebrates effort with or without Points.



# Awards + nomination programs that highlight performance

Kudos Awards modernizes recognition programs:



Active	Award	Can send award	Funded by	Total sends	Points
<input checked="" type="checkbox"/>	Customer Support Champion	Demo Team	Service Anniversary Awards 200/150,000	0	150
<input checked="" type="checkbox"/>	President's Club 2025	Demo Team	Service Anniversary Awards 200/150,000	0	1,000
<input checked="" type="checkbox"/>	Top Seller This Quarter	Demo Team, Sales	Service Anniversary Awards 200/150,000	0	100

## Manager Empowerment

Leaders can award employees using pre-funded point banks—no manual point allocations or expense reports needed.

## Team-Based Permissions

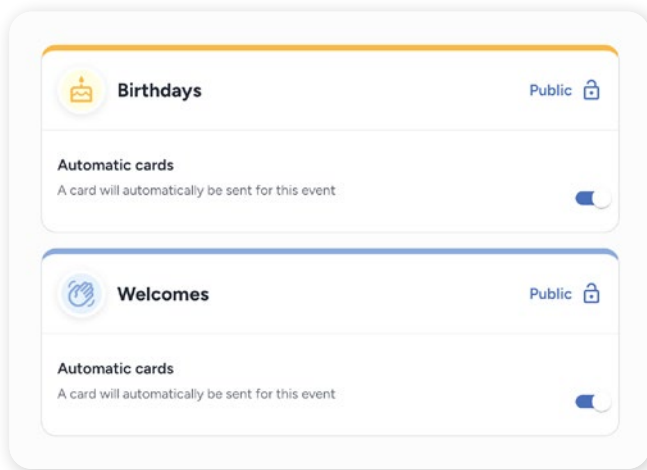
Delegate awards management by team or department.

## Pinned Recognition Moments

Elevate award moments by featuring them in high-visibility sections.

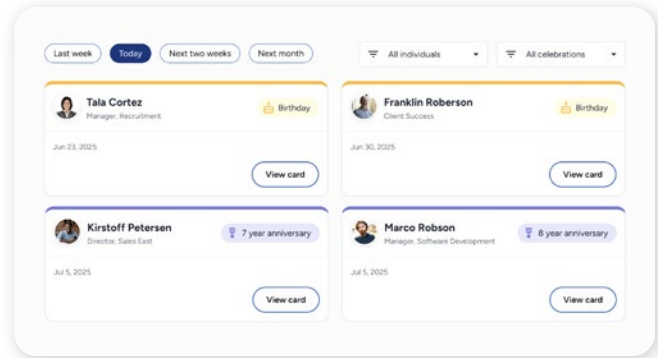
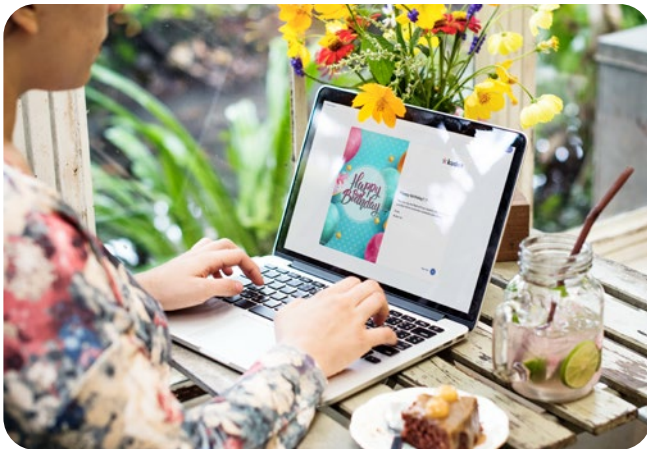
# Celebrations that strengthen connection

Kudos Celebrations & Cards ensures every employee milestone is acknowledged:



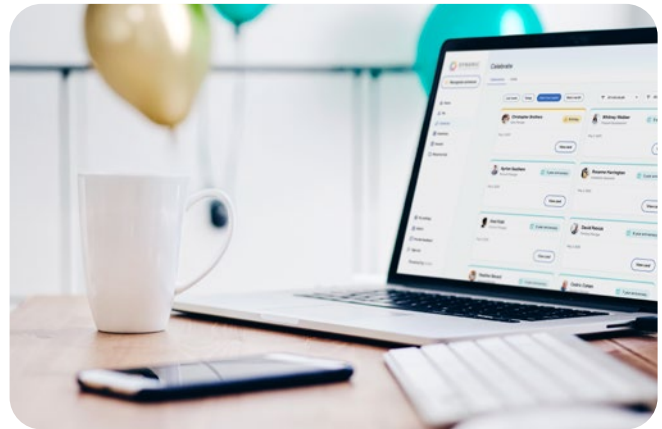
## Automated Milestone Cards

Birthdays, anniversaries, onboarding – automated, customizable, and inclusive.



## Centralized Celebrations Hub

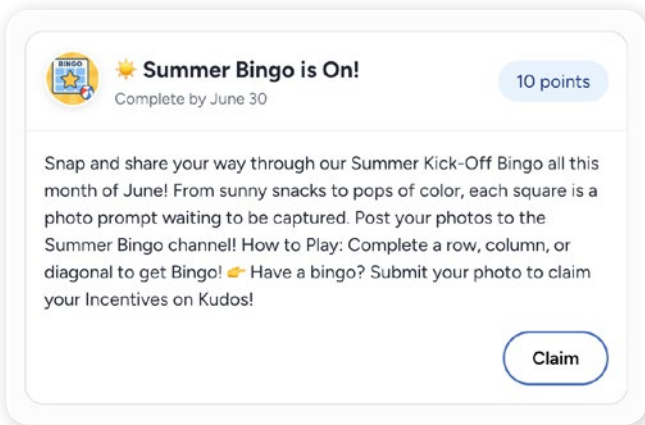
A dedicated space to find, sign, and celebrate all milestone cards.



Rule	Type	Includes	Point amount	Est. annual spend
Onboarding Points	Onboarding	0 users (Entire organization)	Day 7: 5, Day 30: 25, Day 60: 50, Day 90: 75	0
Anniversary Points	Anniversary	484 users (Entire organization)	0: Year 1: 100, Year 2: 100, Year 3: 200, Year 4: 0, Year 5: 500, Year 6: 0, Year 7: 0, Year 10: 1,000, Year 15: 0, Year 17: 1,700, Year 20: 0, Year 25: 0, Year 30: 3,000, Year 35: 3,500, Year 40: 4,000, Year 45: 4,500, Year 50: 5,000, Year 55: 5,500, Year 60: 6,000	48,300
Birthdays Points	Birthdays	496 users (Entire organization)	100	49,600

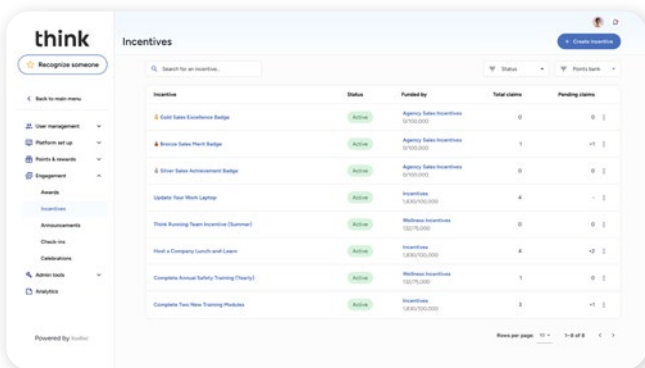
## Smart Segmentation

Celebrate with points or messages based on employee type and eligibility.



## Incentives that motivate engagement

Motivate participation in key initiatives with Kudos Incentives:



### Structured Campaign Hub

Manage all incentive campaigns in one place.

### Proof & Approval Workflows

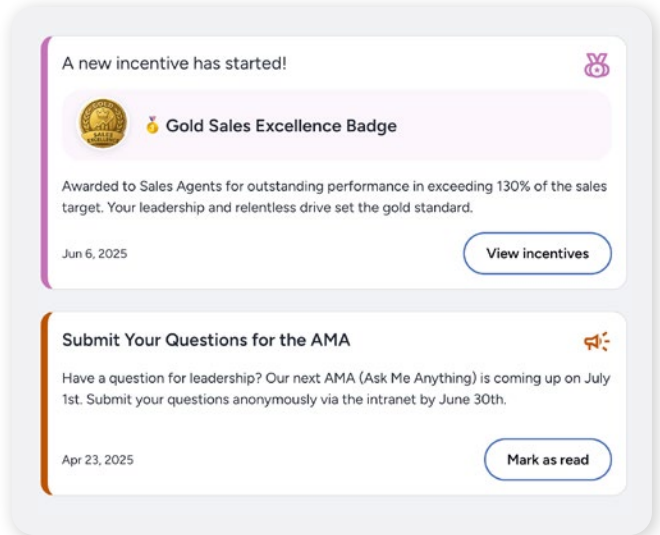
Automate reward distribution with your choice of simple approvals or claimable rewards.

### Campaign Visibility

Keep initiatives top-of-mind with banners and pinned posts.

## Communication that gets noticed

Kudos Announcements upgrades your internal comms:



### Dedicated Announcement Space

Important information is front and center.

### Targeted Messaging & Scheduling

Reach only the right audience at the right time.

### Engagement & Read Tracking

Know exactly who saw communications and when.

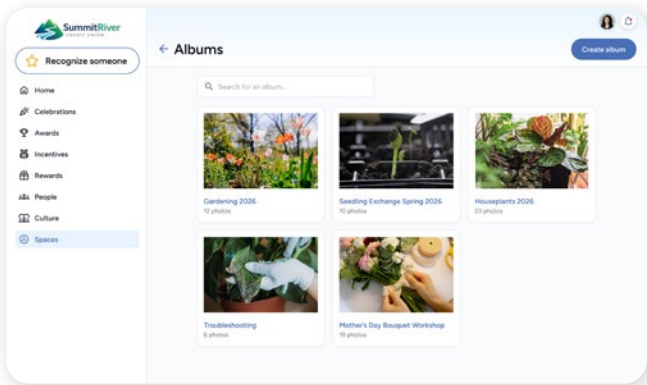


# Give Culture Space to Grow

Kudos Spaces is a social, visual community hub built into the Kudos platform, helping employees connect around shared interests, identities, experiences, and moments that matter. Spaces transforms culture from something employees hear about into something they participate in and belong to.

## Key Features

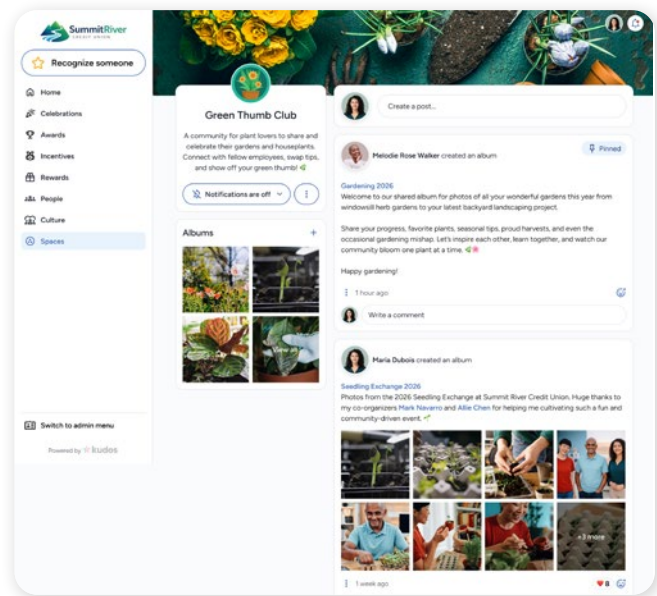
- **Dedicated Community Spaces:** Create hubs for ERGs, social committees, wellness groups, office communities, hobby groups, onboarding cohorts, and more.
- **Interactive Wall Feeds:** Share updates, stories, photos, announcements, and conversations in a social, easy-to-engage format.
- **Albums & Media Sharing:** Organize photos and content into community-specific albums.



- **Comments & Reactions:** Encourage participation with likes, comments, and community engagement tools.
- **Pinned Posts:** Keep important announcements and resources visible at the top of each Space.
- **Subscriptions & Notifications:** Employees can follow the communities that matter most and stay informed without unnecessary noise.



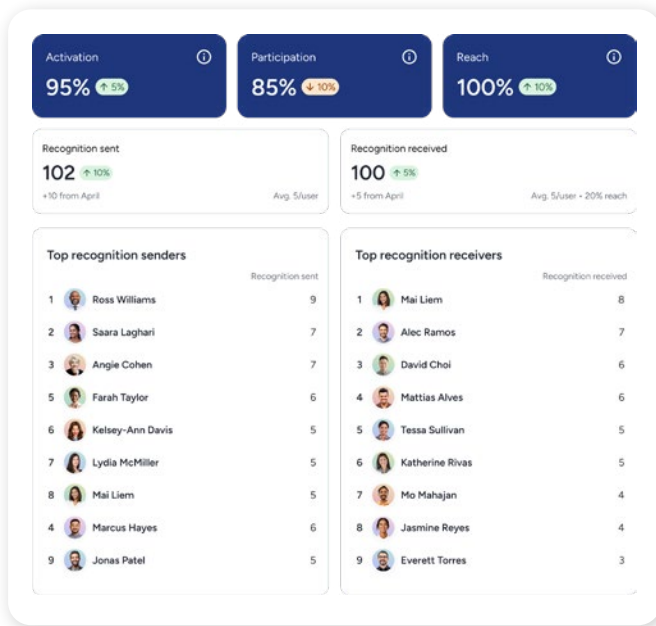
- **Granular Permissions:** Control who can create content, moderate discussions, and manage each Space.
- **Mobile Access:** Fully accessible on mobile devices, enabling participation from anywhere.



## The Impact of Community

Kudos Spaces helps organizations foster belonging and inclusion by creating dedicated communities where employees connect around shared interests, identities, and experiences. It supports ERGs and culture-building initiatives, strengthens connections across teams and locations, and brings community engagement into one integrated employee experience, all at no additional cost as part of Kudos.

**Recognition tells employees they're valued.  
Spaces helps them feel like they belong.**



## Analytics that prove impact

Kudos makes your culture measurable:

### Advanced Reporting:

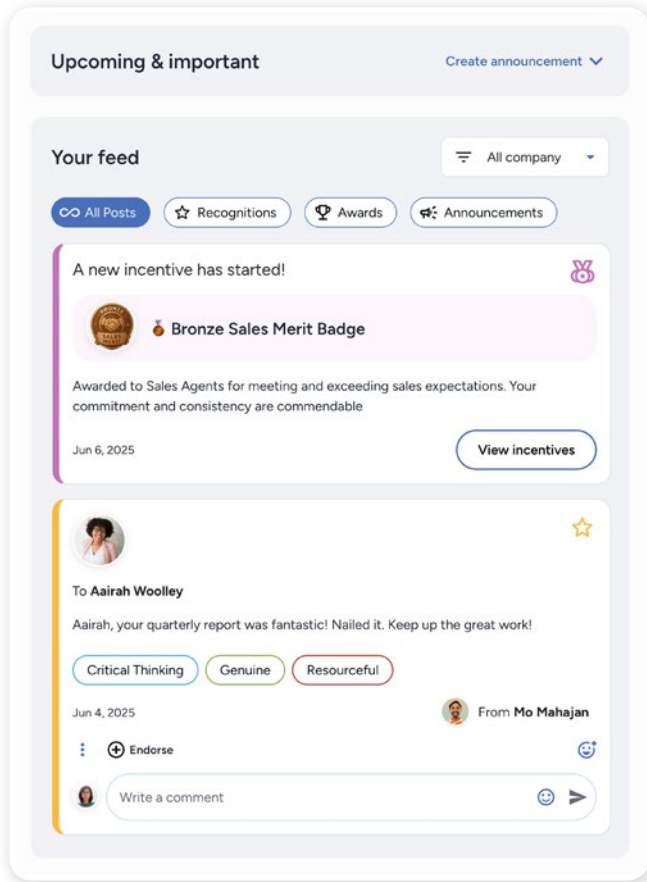
See recognition activity, participation, and program health.

### Engagement Dashboards:

Monitor recognition frequency, milestones, and campaign participation by team, department, or company.

# A smarter homepage experience

Kudos' reimagined homepage brings your culture to life:



## Relevance First

Recognition, announcements, awards, and celebrations in one intuitive feed.

## Participation Stats

Give employees visibility into their engagement progress.

## Personalized Experience

Content tailored to teams, locations, and roles.



# Spectacular support

At Kudos, we care about your success.

We'll help you develop an effective recognition strategy, implement your platform with ease, and connect frequently to evaluate your progress. You can also access ongoing support via phone, chatbot or email, to get answers when you need them.

Kudos helps every client reach their engagement goals with accessible, professional and experienced support.

# Seamless integrations



Inject recognition into your workflow smoothly and easily by connecting directly to Slack, Microsoft Office, SSO, HRIS, and many more essential tools that your team is already using. Get your team onboarded and sending recognition in no time.



## What to expect when partnering with us

A dedicated team that's committed to driving success for your company's recognition program.



At Kudos, we're committed to helping companies achieve their culture goals with our proven process. Here's what you can expect when you partner with us:

1. We'll start by getting to know your needs and discussing how our platform can help.
2. Based on your requirements, we'll provide you with a detailed proposal outlining the scope of the program.
3. From the very first call, you'll receive expert advice and guidance on how to drive real results using our best practices.
4. We'll assist you with every aspect of designing, setting up, and launching your recognition program with a recommended 6 – 8 week schedule (although we can fast track if needed).
5. We'll regularly check in with you to make sure your program is on track and provide continued support. Our team is always available to answer any questions you may have.
6. With our tailored guidance and proven programs, you'll engage your team on an ongoing basis, ensuring recognition becomes an integral part of your company culture.

# About Kudos

Kudos is an employee engagement, culture, and analytics platform, that harnesses the power of peer-to-peer recognition, values reinforcement, and open communication to help organizations boost employee engagement, reduce turnover, improve culture, and drive productivity and performance.

Kudos uses unique proprietary methodologies to deliver essential people analytics on culture, performance, equity, and inclusion, providing organizations with deep insights and a clear understanding of their workforce.

Visit [kudos.com](https://kudos.com) today to learn more.

**Learn more about how Kudos can help build your culture.**

**Get in touch →**





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