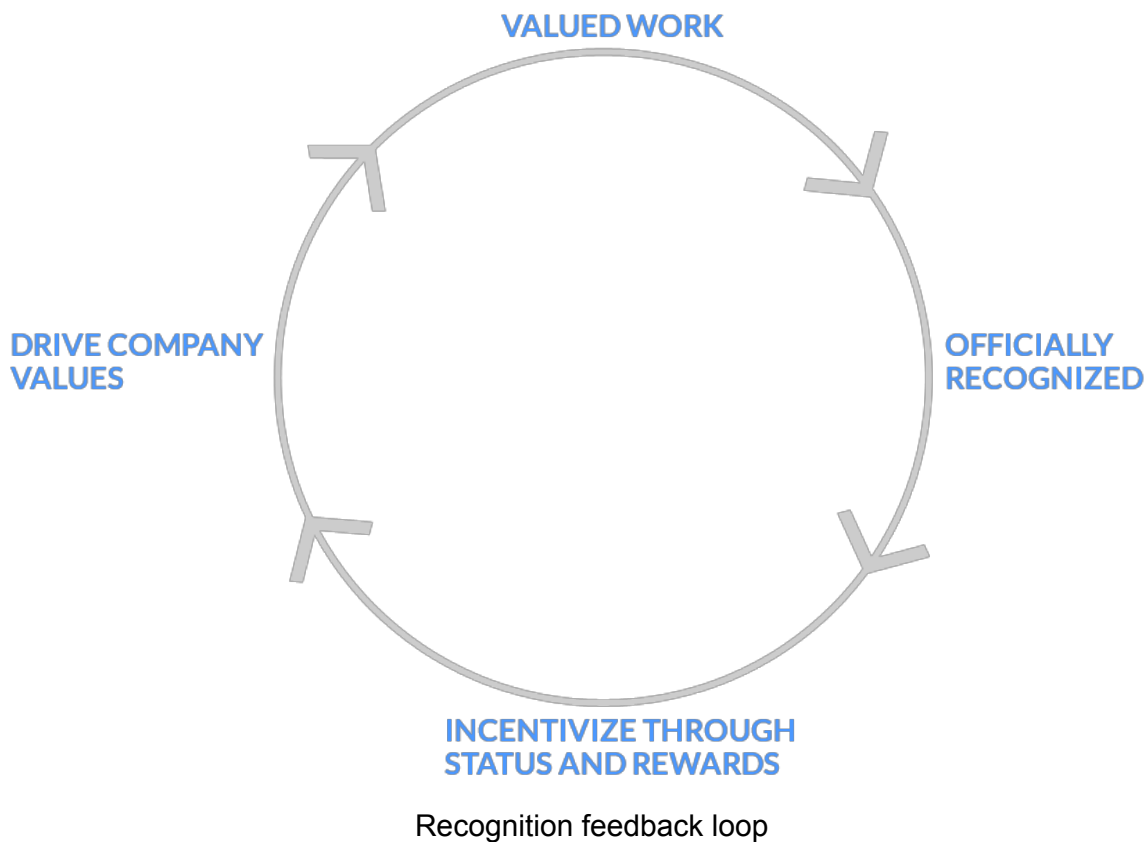# Introduction

What is Recognize?

- An easy-to-use and modern recognition platform.
- Recognize helps companies drive ideal behavior and focus on their core values.
- Recognize is designed to be flexible according to an individual organization's needs. With this in mind, companies have to consider their goals and how recognition fits into their process. The more it is embedded into the organization, the more likely it is to succeed.
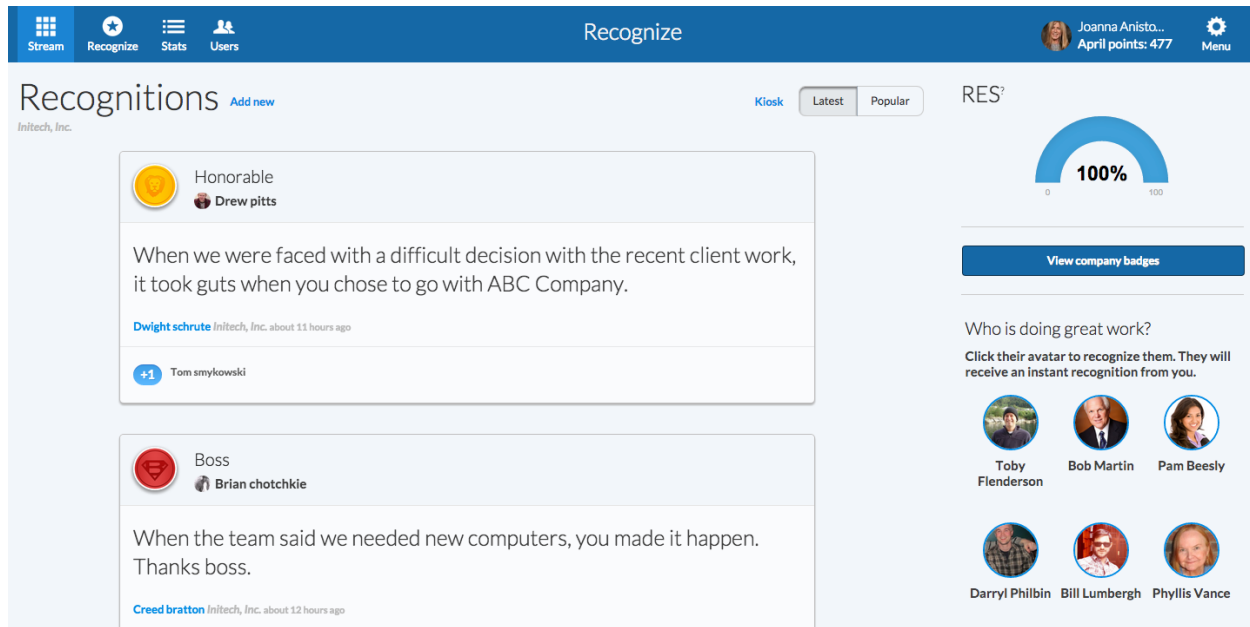
How is Recognize different?

- The Recognize point system
  - Our point system is best in class and can be used to discover and highlight leaders according to your organization's values.
  - Points will reset after a specified interval such as weekly, monthly, quarterly, or yearly giving rise to periodic winners for individuals and teams.
  - Learn more about points on our blog: http://blog.recognizeapp.com/employee-recognition-points-redesigned-for-stronger-employee-engagement/
- The Recognize Engagement Score (RES)
  - The RES is an metric exclusive to Recognize that indicates the percentage of employees that are recognized on a weekly basis.
  - It can be used as a key performance indicator on how engaged your organization is.
  - The RES contributes to an "all for one" mentality as colleagues can see their direct effect on your company's KPI in real time.
- Recognize is dedicated to integration with Yammer, and is more integrated than any other third party Yammer partner.
- A visually stunning and easiest-to-use recognition program on the market.
- Recognize is a fully customizable platform to work the way you do.
- We believe in driving autonomy, mastery, and purpose through helping employees feel engaged in a group and provide status, access, and power in the organization. Contact us to learn more.

VALUED WORK

**DRIVE COMPANY
VALUES**

**OFFICIALLY
RECOGNIZED**

**INCENTIVIZE THROUGH
STATUS AND REWARDS**

Recognition feedback loop

Benefits of Recognize
- More all-for-one mentality, because employees connect at a warmer level.
- Leaders often show strength, but not enough warmth. Warmth combined with strength pulls a company together for a common goal[1][2].
- More productive staff via the law of reciprocation.
- Value-driven employee recognition helps companies promote their core values.
- Day-to-day recognition data adds up. Companies can use this data to build reports and analytics.
- With 70% of company costs go towards labor, a company's bottom line is directly affected by the culture of their organization[3].
- A way to create friendly competition between offices, teams, or individuals with monthly winners.

The benefits of recognition
- Recognize helps to teams focus on their core values in their daily decisions.
- Integrated into Yammer for ease of use.

---

[1]

https://enterprisersproject.com/sites/default/files/How%20to%20Balance%20Competence%20with%20Warmth.pdf

[2] http://blog.recognizeapp.com/warming-your-company-culture-for-higher-profits/

[3] http://www.oecoffice.com/docs/Designing-for-a-Distributed-Workforce.pdf

- Happy employees are twice as productive as unhappy employees. Recognition directly affects the happiness of an employee[4].
- Recognize makes it easy for upper level management to interact with lower level staff.
- Recognize is an affordable solution.
- Gather analytical data on employees, teams, and company values.

Make decisions based on human behavior

The following graphic illustrates how status in gamification drives everything. If your organization can embed all four characteristics of status, access, power, and stuff into your company, good things will come[5].
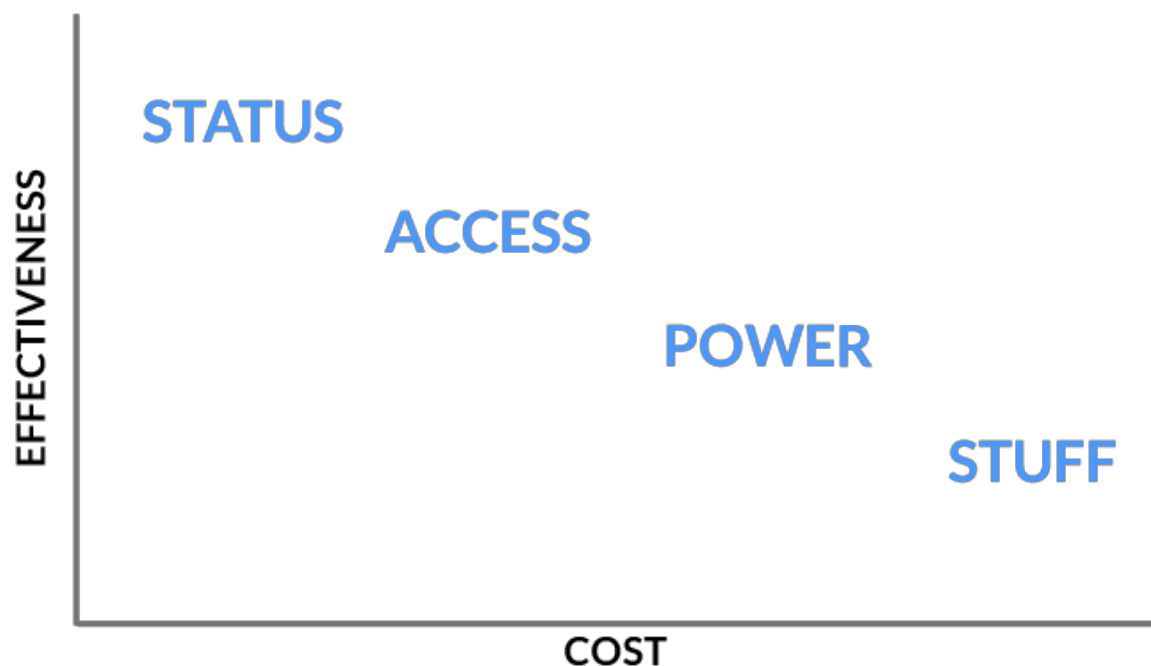
Recognize Testimonials

"Enterprise Social is changing the way we interact with our customers and within our companies. The consumerization process happening right now will be more relevant in the coming years with the new workforce that embrace this change. As we adopt this new

---

[4]
http://www.americanbusinessmag.com/2013/10/happy-bosses-plus-happy-employees-equal-more-profits/

[5] Search for "SAPS" in *Gamificaiton by Design* to learn more - http://www.amazon.com/Gamification-Design-Implementing-Mechanics-Mobile/dp/1449397670.

paradigm, we need to be prepared to manage new interactions, in a simple and connected way. RecognizeApp and its Yammer integration is an answer to this challenge."
- Carlos de Huerta Mezquita, Microsoft

"As far as Enterprise recognition apps go - Recognize is one of the best designed - it is simple and effective, we love it."
- Nat N. TangoCard

Getting Started

Table of Contents

Getting the word out

1. Send out an email to staff to sign up. See Appendix 1 for a sample email.
2. Bulk invite users via csv/spreadsheet
    a. Send the Recognize Team a spreadsheet of your users and The Recognize Team can invite them. See Appendix 2 for sample spreadsheet. Your spreadsheet will remain confidential while we import your users and will be permanently deleted once complete. Privacy and security are extremely important to us.

Signing up

Join via email
- Your employees can visit https://recognizeapp.com at any time and sign in with their email and they will automatically be added to your company's account.

Join by Google Apps
We support google apps for logging in and autocomplete in the send recognition form.
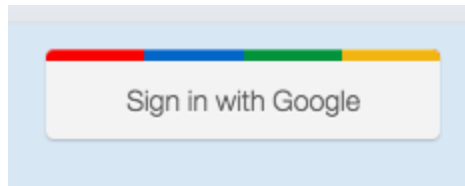
Join via Chrome Extension and Yammer
1. If your company is using Yammer and Google Chrome, you can install the Chrome Extension - https://chrome.google.com/webstore/detail/recognize/khonmmgfpdbncbianbikkhchhgleeako?hl=en.
2. Go to Yammer.com and the Chrome Extension will request the authorization of Recognize and Yammer to talk to each other.
3. Finally, a new tab will open and you will be in Yammer with Recognize functionality.

A screenshot of the authorization request at the top of Yammer after installing the browser extension. It says "Sign In to Recognize". If your user clicks that, we use our Yammer auth token to sign that user up for Yammer and refresh the page to show Recognize now logged in.
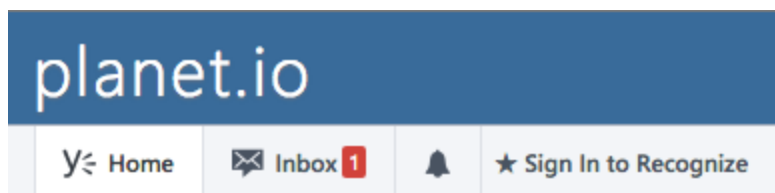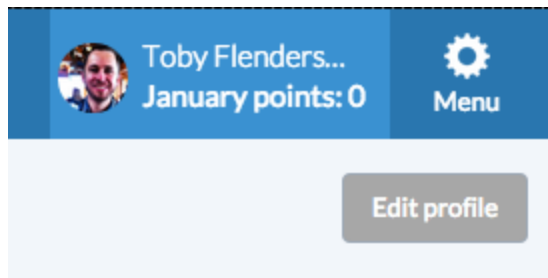
- Visit our homepage at https://www.recognizeapp.com, scroll to the bottom, and click the bright blue "Sign in with Yammer" button. You may sign up or login with this button.
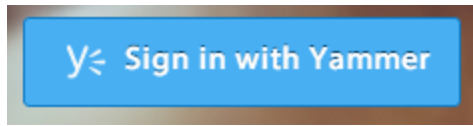
Your information and your coworkers' information

Your name, avatar, job title, and more can be edited on the **Edit Profile** page, linkable from the Profile page.

Usernames

By default, your username is your email alias. **When you sign up with Yammer your name is automatically set.** Change your name on the Edit Profile page, found in your profile.

Integrating Recognition into your company's workflow

- Utilize recognition monthly reports in the Menu > Company Admin to review top performers and values.
- Create monthly recognition parties celebrating staff for their recognitions and the monthly winners.
- Make recognition part of the workflow in specific circumstances, such as end of projects or weekly team meetings.
- Provide access and status to high achievers, such as access to conferences or status as a team leader in a company value, like innovation. See http://www.hci.org/ for more.

Reasons to recognize

Creating a recognition roadmap helps to guide an organization's official program. At its core, companies must consider specific reasons to recognize. Make a list and educate department heads and managers.

1. Finishes a project.
2. Does something that is clearly inline with corporate values.

3. Goes above and beyond.
4. Shows integrity.
5. Shows expertise in specific skills.

Let us help your organization build a world class recognition program
- Contact us for help customizing a recognition roadmap for your company.
- Onsite coaching to meet with department heads and help craft a Recognition Roadmap.

How Recognize works with Yammer

Recognize is integrated with Yammer in both Yammer.com and Recognizeapp.com. If you sign in with Yammer on Recognizeapp.com, out of box you will be able to search in Recognize by Yammer users, and see Recognition information show up in the Yammer Recent Activity.
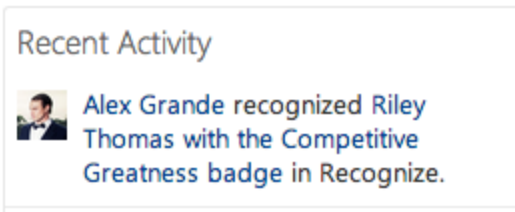
Recognize integration into Yammer
- Recognize is the only tool to be fully integrated into Yammer. Currently, Recognize integration within Yammer is available through our **Google Chrome Browser Extension or Microsoft Internet Explorer Extension**. Firefox is in development.
- Install the Chrome Browser Extension, by visiting: https://chrome.google.com/webstore/detail/recognize/khonmmgfpdbncbianbikkhchhgleeako
- Learn about the IE extension by visiting https://recognizeapp.com/yammer-integration/ or by contacting us at info@recognizeapp.com.
- The Internet Explorer Extension inserts Recognize into Yammer just like the Chrome Extension. See https://www.recognizeapp.com/recognize_ie_extension_user_guide.pdf for more information.

Screenshots

Visit the Appendix 3 for more information

Badges and points

Points are a way to discover winners of recognition in a given time period. By default, points reset each month giving rise to an individual and team winners for highest points. See current winners on Stats page. The unique Recognize point system creates friendly competition and shows the organization cares for the staff.

Value badges may be assigned a unique point value that will be added to a recipients total point score for each recognition they receive.

Users get points for four different events.
- Send a recognition = 2 points
- Receive a recognition = Point value of the badge (default: 10 points)
- Send a +1 (or validate) on a recognition = 1 points
- Receive a +1 (or validate) on a recognition = 5 points

Customizations of points

In the Company Admin portal for our Business Package users, the badges can have different point values associated with them.

Screenshot

Badge features

- Change points for custom tailored emphasis.
- Create description to be shown in the application.
- The limit to how many times this badge can be sent by an individual and in any given time period of monthly, quarterly, or yearly.
- Can be set as a **Peer badge**. Peer badges can be sent to anyone by anyone.
- **Achievement badges** can only be sent by managers of Recognize teams. Individuals are limited to how many achievement badges can be earned.
- **Executive badges** can only be sent by executives. Executives are chosen in the User tab in the Company Admin.
- Instant badges are shown on the Stream page for Yammer users. It is a grid of six users from their Yammer. They can click their avatar and instantly recognize them. Recognitions are always editable.

Changing Badges graphics

Click "Upload new badge" to upload your own badge.

Badge Graphic Specs

- Cropped and centered
- Dimensions: 200x200 pixels
- File type: Transparent png
- DPI 72

View badge descriptions

Click on the button on the stream page "View company badges" on the right side. Users can view all the badges that their company offers, including the achievement and executive badges.

Visit the Appendix 5 to see all the badges that come out of box.

Administration

Your company dashboard is located at:
https://www.recognizeapp.com/yourcompanydomain/company.

For example, if you company's email domain is acme.com, your dashboard is located at:
https://www.recognizeapp.com/acme.com/company

Company admins

Company Admin is the first person to sign up for a company. Additional administrators may be added by visiting the Company Admin in the top right menu in Recognize, and clicking on the Accounts tab.

By clicking "No," you will enable that user to be an admin or executive; and vice-versa, by clicking "Yes," you will disable a user from being an admin or executive. If you delete a user all their information will be removed. You can also make users executives for rights to sending executive badges.

Top employees
While the Stats page gives a perspective from the user into their stats, the Top Employees tab in the company admin shows all the top employees overall. The admin can view the top people for each interval and filter by badge.

Settings

To help companies customize the experience we provide the following settings located in the Company Admin.

Settings

Settings are instantly set, but may require you to reload your page to see the changes.

ON Allow posting recognition events to Yammer wall

ON Allow users to import their google contacts

ON Allow instant recognitions

OFF Send daily recognition summary email to all users
Turning on this setting resets user choice in their profile settings.

ON Send updates to all users who are the winners for the previous month

OFF Allow managers to be private messaged on yammer upon recognition

OFF Message is required to send a recognition

Monthly ▲▼

Change the interval at which users' and teams' points are reset

Analytics

The Company Admin shows a graph of badge use on a weekly basis. It also has basic stats about users and recognitions. The pie chart indicates overall badge data.

Recognitions by week
Past 90 days

Week of Nov 10, 2014
● Boss: 4

Legend:
- Boss
- Innovative
- Wow
- Driven
- Explorer
- Inquisitive
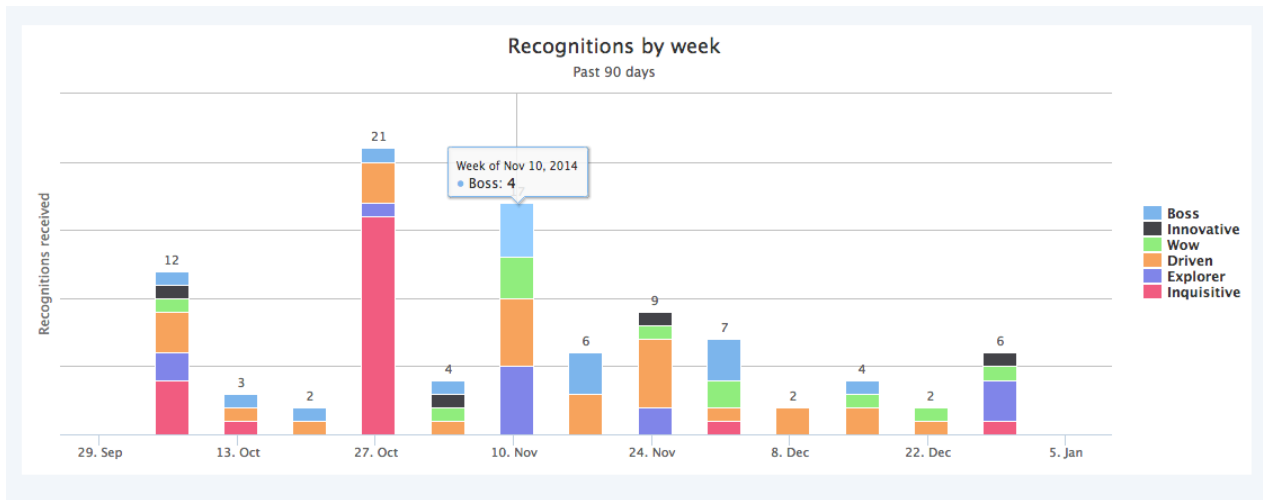
Top badges

Driven 54   Inquisitive 36   Wow 35   Boss 29   Dedicated 22

Driven 54

Today		This week		Total	
0	9	0	9	15	460
Users	Recognitions	Users	Recognitions	Users	Recognitions
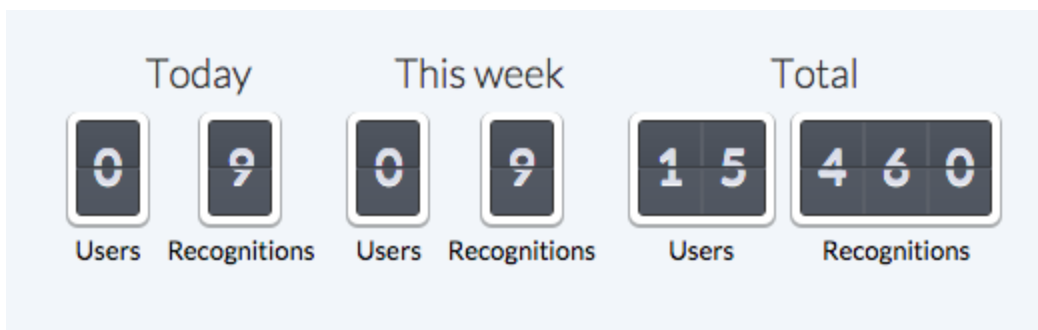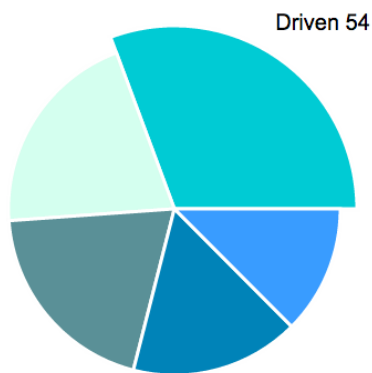
Recognition export

The recognition export view allows admins to download excel, CSV, or JSOn formats scoped to date range.

Dashboard

Custom Badges

Recognitions

Top Employees

Privacy

Accounts

Settings

Recognitions

| dd/mm/yyyy | dd/mm/yyyy | Filter by date | | CSV | ⬍ | Export |

«	April 2015	»
Su	Mo	Tu	We	Th	Fr	Sa
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2
3	4	5	6	7	8	9

	Recipients	Badge	Message	Skills
:h - anne.wentworth@planet.io	Nina mcinroe - nina.mcinroe@planet.io	Coffee maker	Tim said you made the coffee. We needed that haha.	
April 01, 2015 1:16PM Nina mcinroe - nina.mcinroe@planet.io	Michael bolton - michael.bolton@planet.io	Boss	This past project has been such a treat. You really showed a lot of respect when I expressed my opinions. Thanks boss!	
April 01, 2015 1:22PM Michael bolton - michael.bolton@planet.io	Dom portwood - dom.portwood@planet.io	Provider	Thanks for the beer this afternoon :)	

RES

Recognition Engagement Score (RES) is the ratio between the number of employees in a group and the number of unique recognitions recipients in the last week. An RES exists at both the company level and the team level.

RES?

15%

0   100

33%

0   100
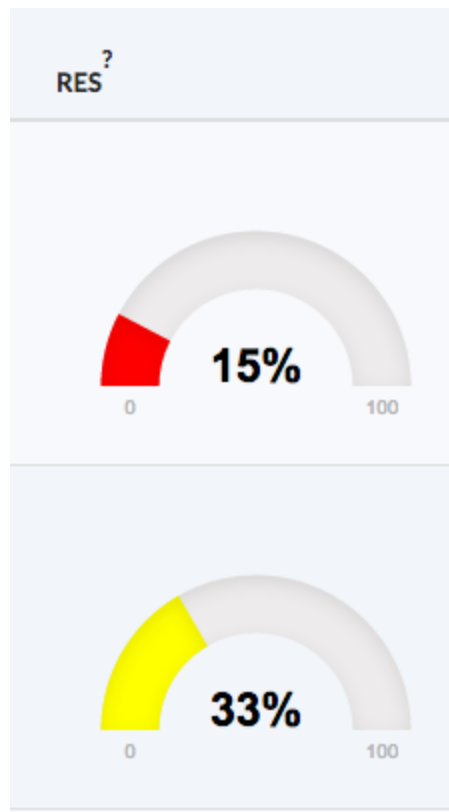
Teams & departments

Teams

Teams allow your organization to group individuals by project, department, or location. Teams may be managed from your company dashboard, by clicking on the "Teams" tab. From there, you may add, edit, or delete teams. You may view teams by visiting the Menu > Team Directory. The Menu in the top right hand corner of recognizeapp.com.

Teams can be created by anyone, but admins always have rights over teams. Only managers of teams can add other managers.
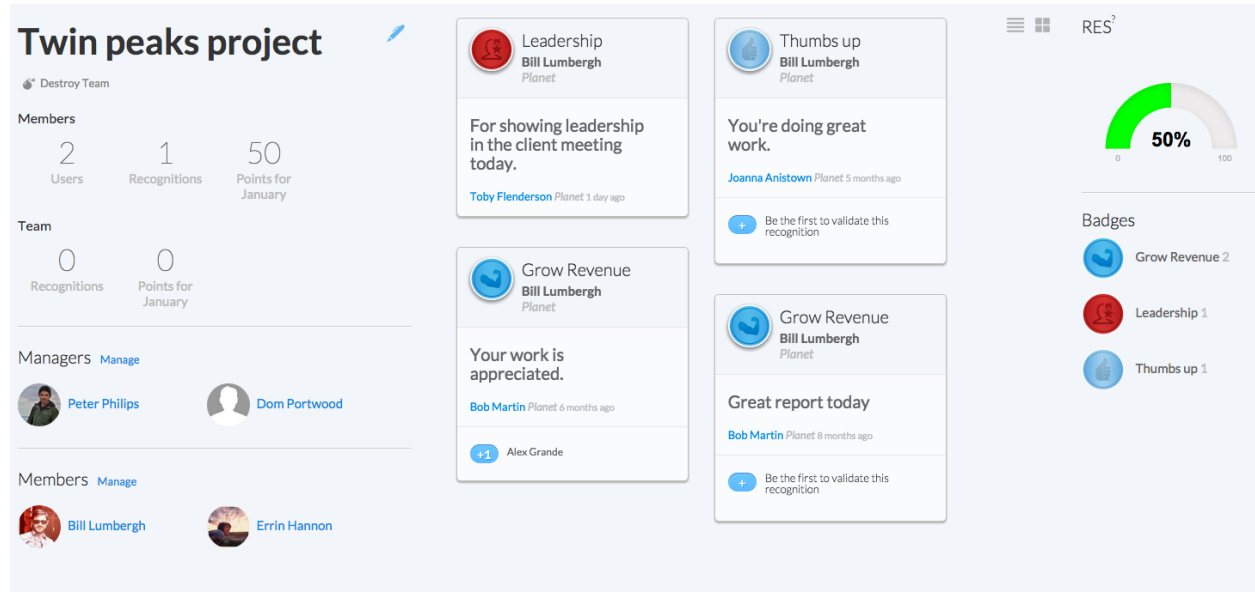
Departments

Feature overview

1. Scoped recognitions to only a department.
2. Point calculations and reporting are respective to the department.
3. Separate billing.
4. Separate user and team management.

Recognize has a special feature for organizations that want to silo their department from the larger organization. All activity will be scoped to your department. You may send and receive recognitions from and to anyone in the organization; however, all other functionality is scoped to your department. Features like point calculations and visibility on the stream page will be scoped to your department. As well, this provides the opportunity to have billing isolated to your department.

Department *optional*

Scope your recognition program to a department. Ideal for international companies.

Marketing Department

The Upgrade page Department option.

Sending recognitions

Send a recognition from any page by clicking the "Recognize" button in the top left portion of recognizeapp.com. This will open the send recognition form:

Recognition form

The recognition form works on any device and requires only two fields: recipient and badge.

Badges represent company values. It is a required field. The badge can be edited after the recognition is sent.

Message and skills are optional. The message can be made required in the Company Admin.

Efficient

+ Edit Badge

Who do you want to recognize?

Enter an email or a name, and select the recip

Recipients

Human Resources

john@acme.com

Optional Message

The new employee portal is awesome. We love the Recognize integration!

Optional Skills

employee management, HR

ON Post to the Yammer wal

Create Recognition

Send recognition by finding users. Autocomplete searches Yammer users or Recognize users.

Send recognition to entire teams or email addresses.

Post the recognition to the Yammer stream.

If you have any difficulty sending a recognition, please refer to the Appendix 4.

Emails

Recognition emails:
1. Recognition notification when recognition is received
2. Monthly and weekly email reports
   a. The current user total points
   b. Company's recognitions that interval

       c. Monthly and company leaderboards
       d. Top badges for that interval
       e. Call to actions to send more recognition
       f. Achievements
3. Inactivity email reminders
4. Recognition comment notification
5. New feature update emails via Constant Contact

All emails can be enabled or disabled in the Edit User Profile Page. All emails can be unsubscribed in the email footer. You can find the Edit User Profile Page by clicking the "Edit Profile" link in your User Profile Page.

1.

2.
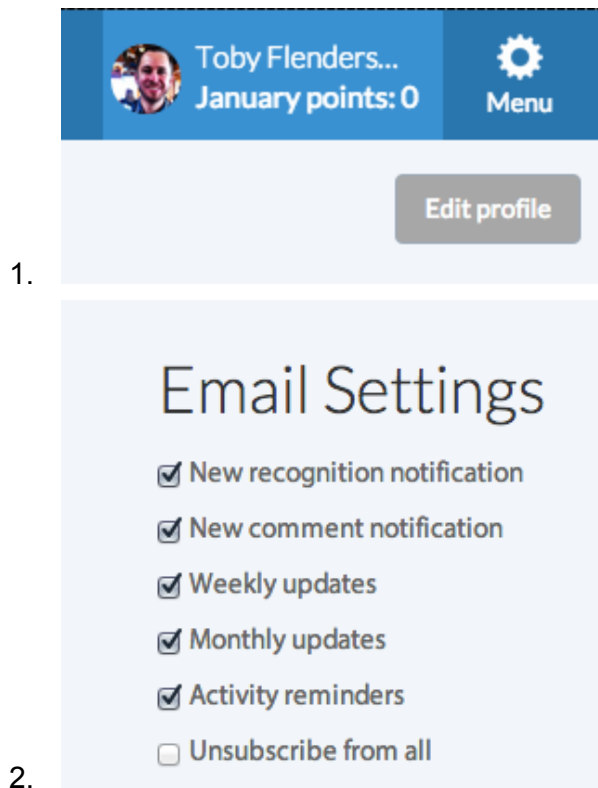
Troubleshooting emails

Companies who are not receiving recognizeapp.com emails may need their spam filters adjusted. Make sure to ask your IT department to whitelist emails from recognizeapp.com.

System Requirements

Recognize is a web application that has been specifically designed to be accessible on most modern browsers and mobile devices, including mobile phones and tablets.

We support Internet Explorer 8+, Firefox, Chrome, Safari, and mobile browsers. We recommend the use of Chrome, as it is the fastest and most sophisticated browser. Download it here: https://www.google.com/intl/en/chrome/browser/

Users

You can search users from any page, view all the users, and visit user profiles.

Search users

To see the user drop down, hover your mouse over the Users icon in the toolbar. Once you see it, type in the name of the user to find them. It uses the same autocomplete data from the Send Recognition form.
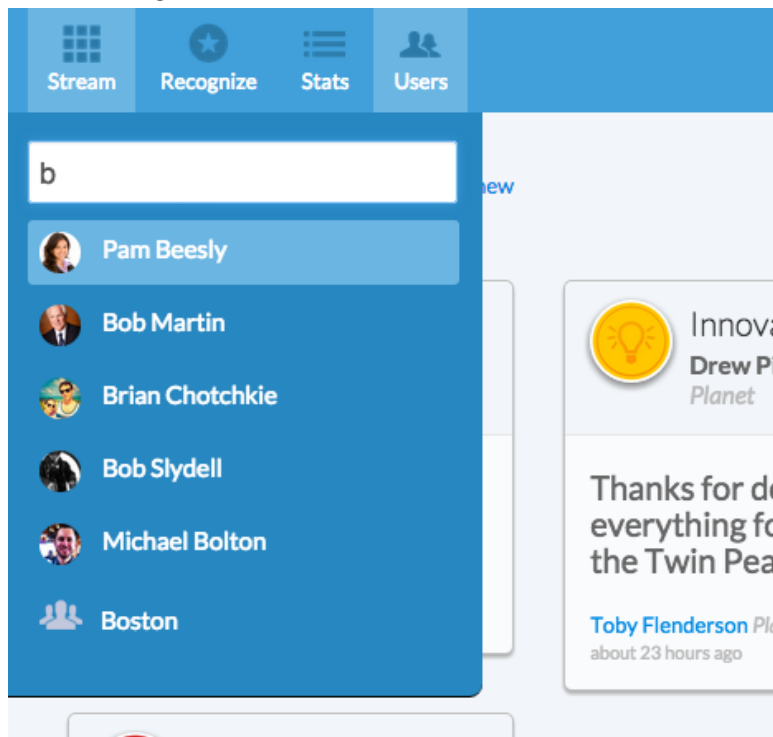
Users page

The Users page shows all the users in the network along with their most recent recognitions.

User Profile

User profile shows achievements, sent recognitions, received recognition points, and associated with teams. Users can also change their url to their profile. Profiles are public and will show that users's public recognitions.

Kiosk mode

By clicking Kiosk on the Stream page, the user will be shown a simplified view that updates every three minutes. This is meant to be displayed on a large television in the lobby or break room.
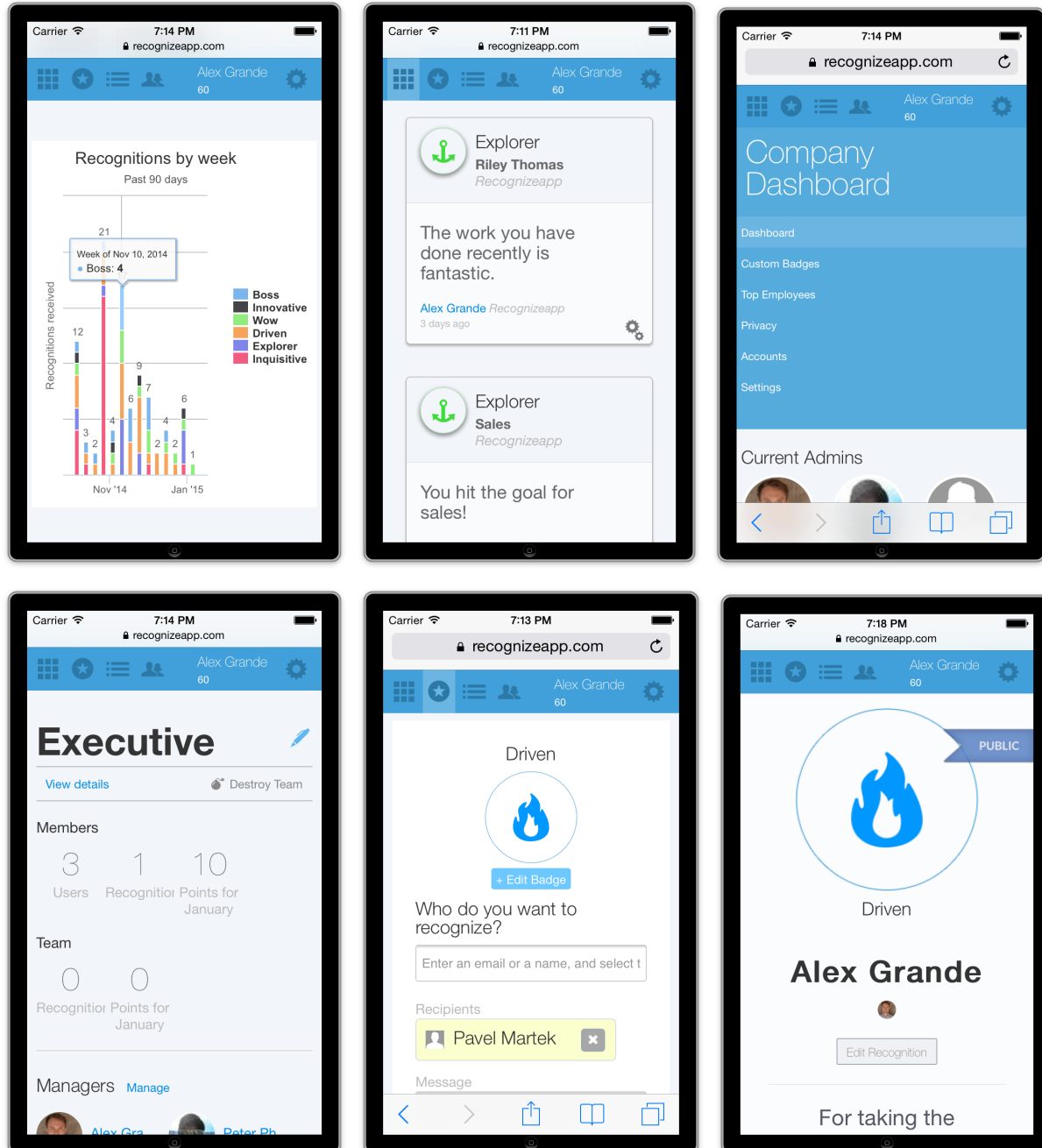
Mobile

Recognize is a fully featured mobile web app. Android, iPad, iPhone, and any mobile device can access Recognizeapp.com. The Recognize web application is fast and responsive. The following are screenshots. An iPhone app that the users will download is in the works for 2015.

Appendix 1: Sample letter to staff introducing Recognize

Dear staff,

The spirit of our organization is to inspire appreciation amongst teams and departments. To help guide this principle, we are embedding value-driven recognition as part of our culture. We want to make sure everyone feels appreciated and is regarded for their best abilities.

Recognizeapp.com is the tool we found to help us manage recognitions. It is integrated with Yammer and can be visited on a mobile device. To send recognition, simply choose someone and one of our core value badges.

Feel free to reach out to me in person or via email if you have any questions about Recognize.

Thank you

Appendix 2: Sample spreadsheet for bulk inviting

| Email	First name	Last name	job title	Team	Start date mm/dd/yyyy

Appendix 3: Troubleshooting Recognize Google Chrome Extension and integration with Yammer

Make sure Yammer and Recognize are both logged in with the same email domain and company Yammer Network.

4. **Yammer integration into Recognize**
   - Yammer provides a platform to utilize its data in third party applications, such as Recognizeapp.com. All the apps in the Yammer App Directory take advantage of Yammer's data.
   - Third party tools are not normally visible inside Yammer. All the Apps in the Yammer App Directory will not be visible in Yammer, except in the recent activity.

- ○ Third party apps that are posted in the Recent Activity can be commented on inside Yammer.
- ○ When a Recognition is commented on in Yammer, it then appears in the main newsfeed in Yammer.

Recent Activity

Alex Grande recognized Riley Thomas with the Competitive Greatness badge in Recognize.
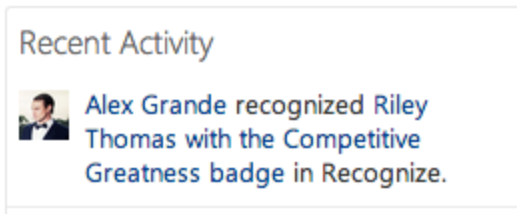
Appendix 4: Troubleshooting sending a recognition

The number one problem you may have with the Recognize form is adding recipients. Make sure you click or press enter on the name in the drop down menu to add recipients.

Who do you want to recognize?

Enter an email or a name, and select the recipient

Recipients

Kate Cohen ⊗

Appendix 5: All badges included

Punctuality	Inspiration	Leader	Brilliant	Caring
On Task	Problem Solver	Popular	Responsive	Detailed
On Fire	Great Boss	Fun	Speed	Signed in
Powerful	Organized	Effiency	Provider	Creativity
Coffee maker	Comediant	Integrity	Friends	Peace maker
Speaker	Passionate	Hard worker	Cooperation	Listener