crewhu!
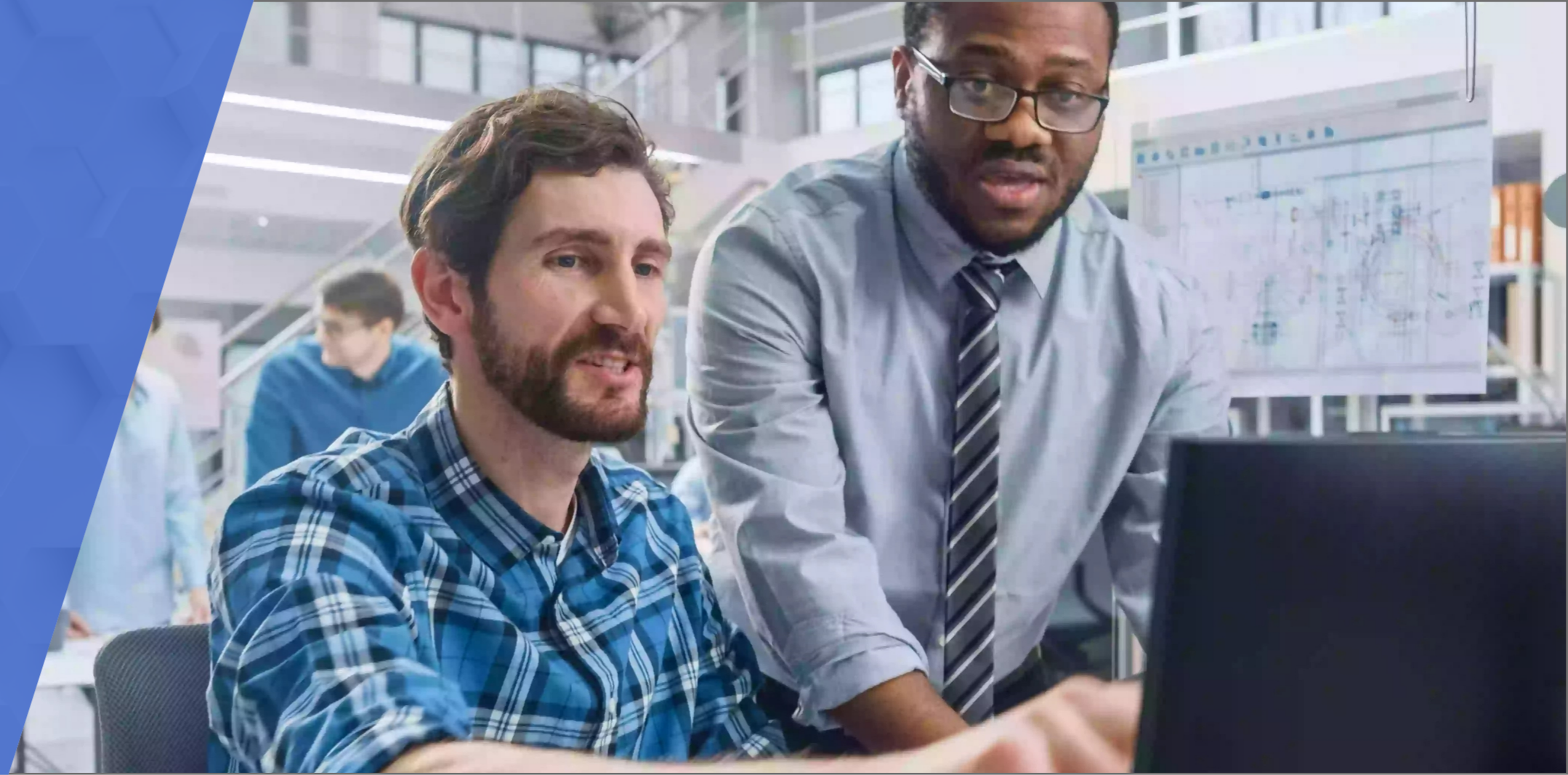
MSP Achieves 20% Increase in Employee Engagement and 95% CSAT through Crewhu Gamification Platform

" We always had the desire to take care of our people, and while we did our best with employee recognition, we knew we could do better. We searched for a tool that could help us foster our company culture and were introduced to Crewhu. "

Adam Radulovic
CEO of XL.net

About XL.net

XL.net is a managed IT service provider who helps small and medium-sized businesses gain a competitive edge by ensuring technology doesn't hold them back.

Five years ago, XL.net started implementing a gamification program with Crewhu to improve employee recognition and incentive programs, enhance company culture, and better understand and implement customer feedback through CSAT.

THE CHALLENGE

Having a strong company culture is essential for success and growth, and happy, motivated employees perform better. It was important for XL.net to improve their company culture and increase employee engagement by offering incentive programs that focus on the metrics that matter and recognize the team for the great work they do every day.

"Our culture was suffering," says CEO Adam Radulovic of XL.net. "We had a lot of problems with employees not following procedure, circulating gossip, and just overall missing team goals and individual metrics."

"We also needed a better way to solicit customer feedback for critical business metrics such as CSAT. We could guess that our CSAT metric measured somewhere in the low 80s, but we didn't have a tool to track that metric or leverage any feedback associated with it," says Adam.

The tools XL.net was using to track business metrics weren't effective, so they turned to Crewhu's employee engagement and gamification platform for help.

THE SOLUTION

Crewhu helped XL.net foster positive company culture and meet business objectives by using Employee Recognition and Gamification contests to motivate the team to change behaviors and make hitting metrics more engaging and fun. Crewhu also helped XL.net gather customer feedback data that would inspire organizational process changes to better serve their customers and keep service level agreements (SLAs) high.
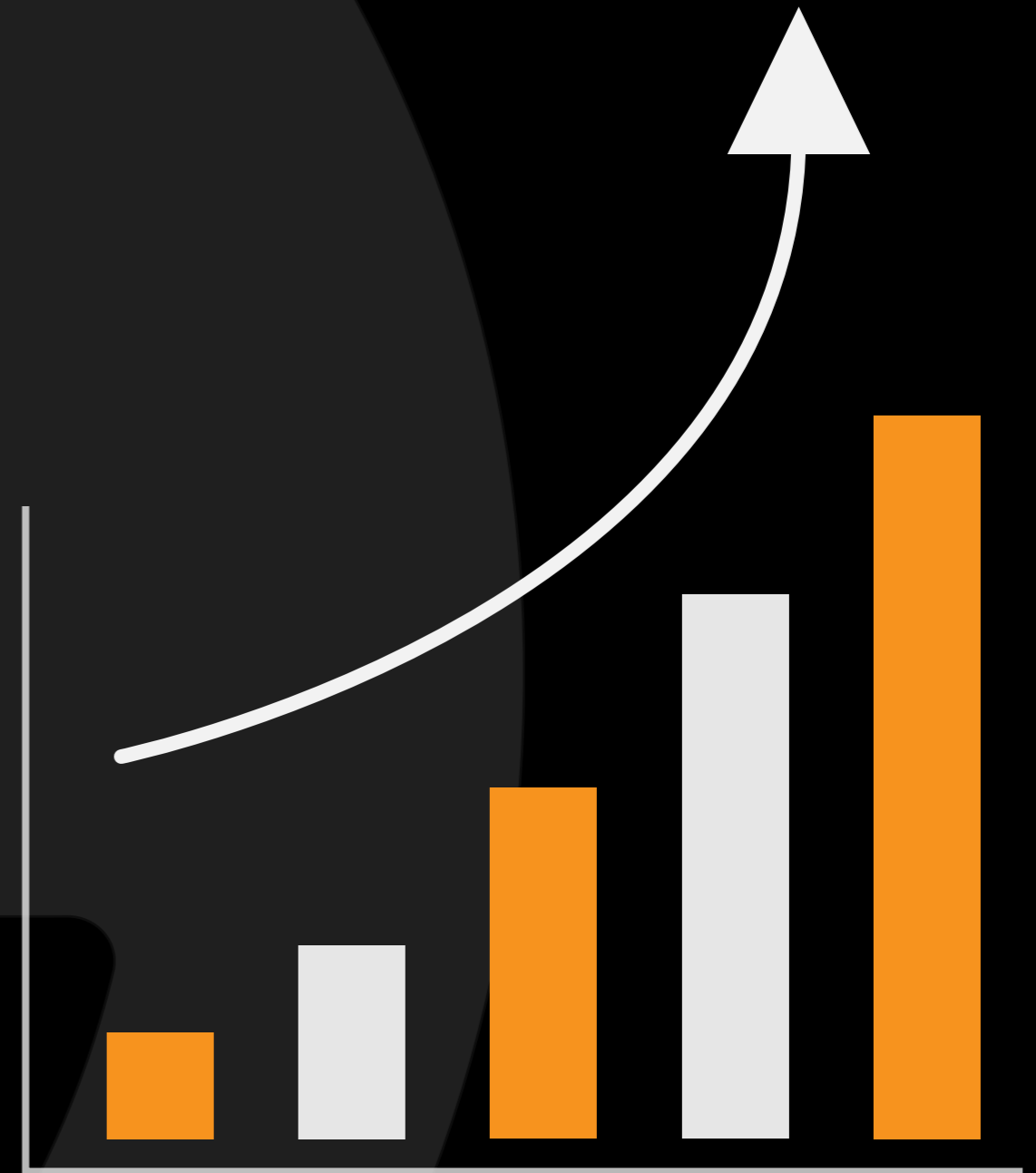
# 3 Key Steps for Extraordinary Company Culture

Step 1:
Gamification

Gamification of metrics and incorporation of incentive programs makes meeting goals fun and engaging. Keeps employees focused on core company values by rewarding them for the right behaviors.

It feels great to be able to recognize coworkers for doing a great job. Enabling teams and managers to reward each other fosters healthy interdepartmental relationships.

Step 2:
Peer Recognition

Step 3:
Employee Loyalty
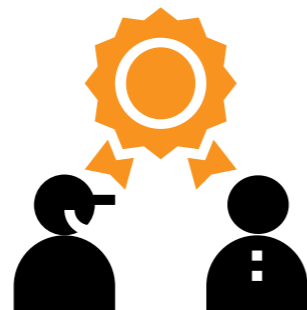
Employees are more likely to stick around and actively work toward achieving company goals if they are recognized and rewarded for their efforts. Incentivize tasks deemed crucial for business success!

Pictured here are three XL.net employees cashing in their Crewhu bucks for prizes after winning the contests.

3 STEPS STRATEGY TO UTILIZE CUSTOMER FEEDBACK

STEP - 1

Send automated reports to show what is working and not working with customers.

Make changes based on the customer feedback to try to improve the quality of service they experience.

STEP - 2

STEP - 3

Establish a feedback loop to ensure we're addressing issues and making the right changes.

"Crewhu gave us better insight into how our customers felt about their interactions with our team, which allowed us to make better decisions as a company to make sure they felt supported.

One of the first lessons we learned after we started with Crewhu was that customers weren't satisfied with the way we handled workstation setups. In response, we developed a new team and process to ease the workload of our service team while providing better support for our customers. This resulted in a better project experience for both our employees and our customers."

Adam Radulovic
CEO of XL.net

"Crewhu simultaneously allows us to better quantify our level of customer service while giving us better tools to focus on the metrics that matter most and recognize our employees for a job well done, says Adam."

Since introducing the employee recognition and gamification tools offered by Crewhu, XL.net has triped its growth and staff engagement has risen markedly, from measuring in the upper 70s to a 95% CSAT score.

XL.net is also better able to understand and respond to feedback to make sure that its customers and employees are getting the most out of their partnership.

THE RESULTS
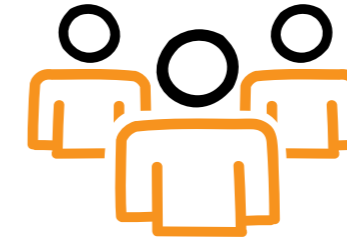
20% employee engagement increase
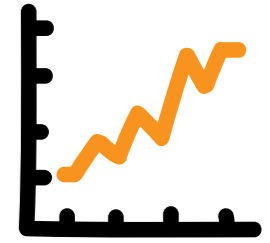
95% CSAT increase

30% survey completion rate (industry average is 3-5%)

Tripled growth and employee count with no turnover

"We had a high-paid engineer who did a great job, but he never completed a process at the end of a project that requires an email be sent to a client letting them know what their problem was and how it was solved. I had to call him and let him know he was putting his position in jeopardy by continuing to refuse to do this task, but he still didn't do it. However, as soon as we started the 100% Closings Contest, he hit first place for 100% Closings! When I asked him, 'What happened? You almost lost your job due to not following through on this task. What prompted you to do it?' And he said, "The contest made it FUN! "

Adam Radulovic
CEO of XL.net