

Industry	Auto Insurance and Tech, Call Centers
Founded	1972
Headcount	3,500+
Headquarters	Medford, MA

The Agero logo consists of the word "Agero" in a sans-serif font, followed by a stylized arrowhead pointing to the right.

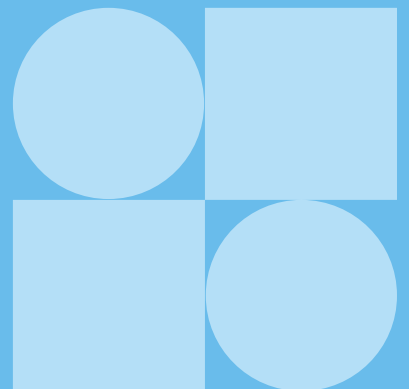
Agero unites
workforces with
Employee Recognition,
sparking 22x
engagement in the
digital workplace



Since launching Employee Recognition earlier this year, we've found employees to not only be posting and engaging more on our intranet, but our communications content views have increased more than 17%.

Ashley Anglisano

Senior Internal Communications
Specialist



The Challenge

Two teams, distinct communication channels, separate recognition style—lacking a unifying platform



Employee groups use separate systems to interact, missing opportunities for cross-collaboration

Tracking and measuring recognition consumes time and requires multiple apps

First time shifting to a culture of open employee interaction across the company

Agero's company culture is centered around appreciation, a value that its contact center and corporate employees embrace. The two groups collaborated smoothly regarding handling support cases but lacked the opportunities to interact and provide mutual support as a united employee community.

Ashley Anglisano, Senior Communications Specialist, and the Internal Communications team at Agero realized the two groups were expressing recognition, but visibility stopped within their respective communication apps. The two groups use different communication tools in their daily work, limiting their opportunities for connection and acknowledgment.

Agero had an existing recognition program to bridge the cultural gap between call center agents and corporate employees. However, they encountered persistent challenges. While employees actively gave shout-outs to each other in team meetings and the dedicated chat apps, Ashley and her team simultaneously managed a separate, manual nomination-based recognition program.

Although employees were enthusiastic participants in the program, Ashley and her team spent a considerable portion of their workday managing, tracking, and assessing awards. The manual process involved numerous steps, such as creating nomination forms, designing awards, organizing them in folders, promoting badges, and eventually relying on employees to update their own profiles with these badges. The tools used at each step were not integrated, hampered collaboration, hindered insights, and reduced overall efficiency. Despite these obstacles, the employees at Agero remained engaged, demonstrating a strong appetite for recognition, as indicated by the substantial number of nearly 100 peer-to-peer nominations quarterly.

The Solution

Bringing the culture of care from chat apps to the digital forefront



Embed recognition into the intranet platform, used by all employees

Streamline a formal employee recognition solution for ease of use, efficiency, and reporting

Built-in, AI-based content moderation addresses compliance and potential inappropriate language

Ashley explored solutions that addressed her team's challenges, including Simplr Employee Recognition. Ashley aimed to converge the organic acknowledgments within two groups to streamline and enhance the recognition process. Her goal was to establish a shared platform to allow both sides to observe and appreciate each other's daily accomplishments. This transition would shift from a private communication approach to a more open one, actively encouraging employees to engage and interact with each other. Naturally, there were initial concerns about compliance and moderation processes.

Ashley understood the value of Simplr Employee Recognition, which would streamline the recognition program, reduce time spent, and bring both employee segments together to engage in a common digital workplace — the intranet. Having recognition on the Simplr platform would seamlessly integrate values-based badges into employee profiles and provide richer insights to help understand and measure how recognition impacts employee engagement and adoption.

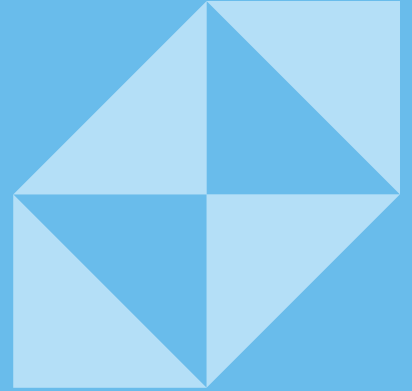
In preparation for the Employee Recognition launch, Ashley and her team leveraged Simplr's platform analytics. They identified the platform's most engaged users, Agero's "cultural champions," and enlisted them to play a key role in influencing and advocating for the new program. Furthermore, Agero's internal communications team proactively developed a comprehensive communications plan that set clear expectations, provided instructions on how to share recognition, and outlined the process for accessing and viewing awards.

To address compliance concerns stemming from the transition of chat apps to the Simplr intranet feed, Ashley ensured that leadership understood the content moderation process built into the platform. Simplr's integrated content moderation operates by continuously scanning user-generated comments. A flag is promptly raised if it detects inappropriate content, alerting a designated content moderator for review. This setup ensures the platform consistently upholds a high standard of content quality and adherence to company policies.

The content moderation dashboard also offers valuable insights, highlighting trends and recurring issues. This data-driven approach alleviated concerns, demonstrating a proactive strategy to maintain a respectful and policy-compliant online environment.

The Results

Bridging the engagement gap and exceeding expectations



~100 unique recognition posts at launch

Increased engagement from traditionally quiet groups

22x increase in content engagement within the month of launch

Agero witnessed incredible success upon launch. Simpplr's Employee Recognition has enabled a noticeable shift in the culture and company behavior, with over 696 posts and replies in the month they launched, 22 times higher than the previous month. Almost every part of the organization posts, interacts, comments, and shares regularly. Groups traditionally quiet on the intranet platform were jumping in to give shout-outs they'd previously been limited to sharing on their messaging systems. Ashley and her team can now set recurring awards and see people giving peer-to-peer awards tied to Agero's company values, such as "Going the Extra Mile" and "Demonstrating Leadership," reinforcing their unique culture across the business.

Agero's recognition program is now centralized in a hub on the Simpplr platform. It allows employees to view and track received awards, increasing the visibility of their efforts and acknowledgments. Furthermore, recognition analytics were simplified and consolidated into the Simpplr platform, giving Ashley and her team valuable insights into engagement trends.

Using Simpplr Employee Recognition analytics, Ashley and her team can provide an extra dimension of employee insights to support employees' respective managers in their performance management efforts. For instance, Thomya, a call center customer experience analyst, can be acknowledged as the employee with the highest recognition posts. She expressed her gratitude, "We often all go through our days with tasks and projects, and when you know someone has taken the time to say 'thank you' or 'I appreciate you' - it means a lot and makes a difference in how we approach our jobs."

Agero was built on a culture of appreciation and camaraderie. Now, with the Simpplr Employee Recognition, individuals can showcase their efforts while the organization can collectively celebrate the diversity within its teams. This appreciation is consistently visible, contributing to a positive culture of care. And for Ashley and the internal communications team, managing and measuring recognition throughout the company has never been more effortless.

About Agero

Agero's mission is to reimagine the vehicle ownership experience through a combination of passionate people and data-driven technology, strengthening their clients' relationships with their customers. As the #1 B2B, white-label provider of digital driver assistance services, the company has over 150 million vehicle coverage points in partnership with leading automobile manufacturers, insurance carriers, and others. Managing one of the largest national networks of independent service providers, Agero responds to ~12 million service events annually. Agero is a member company of The Cross Country Group. To learn more, visit www.agero.com.



About Simplr

Simplr Simplr is the modern intranet that transforms the work experience for all employees — wherever and however they work.

Simplr is the only platform that unifies employee engagement, enablement and services, leveraging state-of-the-art AI models to deliver a seamless, cohesive and personalized employee experience.

Trusted by over 700 global brands, including Moderna, Snowflake, Splunk, Penske, Eurostar and AAA, Simplr customers achieve significant improvement in their employees' productivity, retention and overall satisfaction.

Headquartered in Silicon Valley, CA, Simplr is backed by Norwest Venture Partners, Sapphire Ventures, Salesforce Ventures, Tola Capital and Still Venture Capital. Learn more at simplr.com.