

How Brad's Deals Decreased Turnover by 76% with Reflektive

January 2020



BRAD'S DEALS

About Brad's Deals

INDUSTRY

Retail

YEAR FOUNDED

2001

HEADQUARTERS

St. Thomas, VI

BRAD'S DEALS

Brad's Deals is a team of real people committed to saving shoppers time and money by connecting them with validated online deals and discounts.

Since 2001, the company's mission has been to help consumers make the best choices by providing them with an honest and transparent shopping experience. This commitment to value has saved consumers more than \$200 million annually.



We were using spreadsheets for reviews and check-ins, but the experience was very clunky. We needed something as sleek as our employees expected, and that's why we chose Reflektive.

Jessica Adams
VP of People

The Challenge

Since 2001, Brad's Deals has helped consumers save more than \$200 million by connecting them with online discounts. Jessica Adams, Brad's Deals' VP of People, was looking to create an ideal employee experience to complement the organization's customer centricity. She believed that changes were needed to drive employee development and a culture of recognition at the company.

To improve employee development, Jessica knew that she needed to enhance the current performance review process.

Brad's Deals was using **spreadsheets** for reviews, which made it difficult to:

- **Track** employee progress, because managers were unable to see previous reviews
- **Change** employee behavior
- **Communicate** the right feedback at the right time due to the infrequent review cadence

Driving a culture of recognition was also a challenge for Brad's Deals. The company had a manual, paper-based process in which they printed out recognition and placed it on employees' monitors. Thus, recognition was not widely viewable by the workforce. "Before Reflektive, recognition wasn't really publicly shared," said Jessica. "Building a feedback-driven culture was a lot more challenging when everything was done on paper or in spreadsheets."

The Solution

Jessica selected Reflektive as Brad's Deals' dedicated performance management solution. To improve employee development, she partnered with Reflektive to launch **quarterly check-ins**, and gave employees the option to have **monthly syncs** as well. This frequent cadence helps drive more conversations on employee growth opportunities.

What's more, Brad's Deals enhanced their check-ins with "shout-outs" and action plans from Reflektive. Within the check-in form, managers can see all of the recognition (or "shout-outs") that the employee has received. This added information provides a holistic picture on employee performance, and helps eliminate recency bias.

"Shout-outs have been instrumental for us as we're looking to enable the most robust performance conversations," said Jessica.

The action plans are used after managers and employees discuss goals during their check-in. The employee selects one to three

focus areas for the next quarter, and tracks progress with their jointly-created action plan. Jessica added: "With action plans, managers can discuss the best growth opportunities for employees, and give them more ownership over their development."

To improve the recognition culture at Brad's Deals, employees share at least six shout-outs for different coworkers. Reflektive's Slack integration makes it easy to provide recognition in the moment. "With the Slack integration, everyone can see recognition and react to it. It's worth the 30 or 60 seconds it takes to drive a culture of appreciation here," said Jessica.

By working where employees work, Reflektive has helped all employees - even busy executives - participate in Brad's Deals' recognition culture. "Reflektive's notifications and reminders have helped me stay on top of things. It's been so helpful in boosting feedback and recognition for employees," said Amy Bourne, President and COO of Brad's Deals.



There aren't a lot of HR tools that receive high praise. But Reflektive is so user-friendly that it's really driving a recognition culture across Brad's Deals. We're excited to see what Reflektive comes up with next, and how that can help us continue to drive success for our company and our employees.

Amy Bourne
President and COO

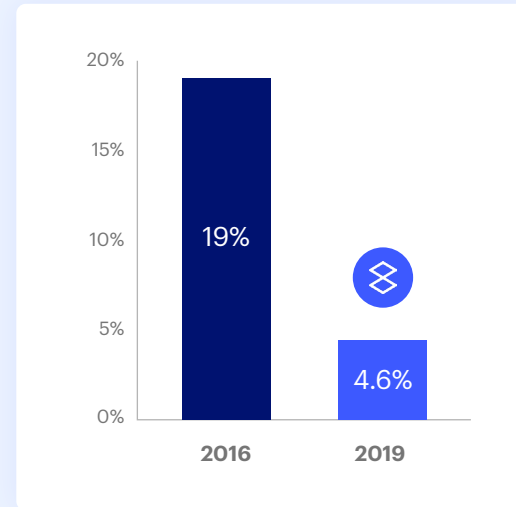
The Results

By partnering with Reflektive and enhancing their programs for check-ins and recognition, Brad's Deals achieved powerful business results. Jessica was most excited about the decrease in company turnover — it declined 76%, from 19% in 2016 to 4.6% in 2019. "People don't want to leave," Jessica said, "Having an employee-driven performance program has definitely showcased our commitment to our people."

Alongside improvements in employee sentiment, leaders have observed positive changes in Brad's Deals' culture.

Per Amy, "There aren't a lot of HR tools that receive high praise. But Reflektive is so user-friendly that it's really driving a recognition culture across Brad's Deals. We're excited to see what Reflektive comes up with next, and how that can help us continue to drive success for our company and our employees."

Reflektive reduced employee turnover



76%

decrease in employee turnover
– from 19% to 4.6% – since Brad's Deals started using Reflektive

...and increased employee engagement.

99% are happy they came to work at Brad's Deals
16% increase

91% are proud to work at Brad's Deals
(10% increase)

94% are satisfied or extremely satisfied with their role
19% increase

90% agree they receive helpful feedback on their performance
(7% increase)

96% feel free to tell their manager what they think
16% increase

93% agree that their manager provides recognition for good work
(6% increase)

Check-in Best Practices

Brad's Deals uses the following questions to drive meaningful employee:manager conversations during quarterly and monthly check-ins.

BONUS TIPS

How Brad's Deals builds a culture of recognition

- All new employees are asked how they prefer to receive recognition
- Leadership picks a monthly winner from the recognition wall to receive their "Making Awesome" prize

Quarterly Check-ins

EMPLOYEE QUESTIONS

Do you know your department goals?

Did you meet your quarterly goals?

Why or why not?

Tell us your story for the quarter.

What went well this quarter? What quick wins have you had?

What are you most proud of this quarter?

What was your biggest accomplishment?

How have you exemplified a core value?

What are your goals for next quarter?

(Optional) What do you need to help you make better progress towards your goals?

MANAGER QUESTIONS

Tell us how your employee met their quarterly goals?

Review and react to your employee's goals for next quarter.

Provide 1-2 pieces of specific feedback that could help your employee make better progress toward their goals.

Monthly Check-ins

EMPLOYEE QUESTIONS

How are you progressing on your quarterly goals or have they/should they change?

What went well this month?

What quick wins have you had?

What are you most proud of this month?

What was your biggest accomplishment?

How have you exemplified a core value this month?

What do you need to help you make better progress towards your goals?

MANAGER QUESTIONS

How is your employee progressing on their goals? Should their goals change?

Provide 1-2 pieces of specific feedback that could help your employee make better progress toward their goals.



Reflektive is a strategic performance management platform integrated into your employees' daily workflows to drive maximum productivity and engagement.

Request a demo at
reflektive.com/demo