

# Executive Buyer's Guide to Bucketlist Rewards

Everything the Executive Team Needs to Evaluate and Approve Bucketlist Rewards, the Employee Recognition Platform That Delivers Real Business ROI



# The Business Case for Employee Recognition Software

Traditional employee recognition is broken: It's often manual, inconsistent, and time-consuming, causing managers to miss key moments and leaving employees feeling undervalued. Bucketlist employee recognition software streamlines the process by automating timely, personalized employee recognition, improving staff engagement, reducing turnover, and saving HR teams countless hours of administrative work.



## The Problem

**65%** of employees say they don't get enough recognition (Gallup)

**18%** of salary is lost annually to disengagement (Gallup)

**150–200%** Turnover costs of an employee's annual salary (Gallup)

## The Opportunity



Organizations that prioritize employee recognition see:

 **31%** lower turnover (SHRM)

 **69%** higher engagement (Workplace Research Institute)

 **21%** higher profitability (Gallup)

## Employee Recognition Drives

-  Higher performance
-  Burnout reduction
-  Company goals, KPIs, and business ROI
-  Stronger retention, recruitment, engagement & morale
-  Cultural alignment across field and corporate teams

# About Bucketlist Rewards

Software purpose-built to solve the employee recognition problem at scale

We take employee recognition from manual and inconsistent to automated and scalable. **Bucketlist** is the employee recognition and rewards platform trusted by distributed, hybrid, and frontline organizations across healthcare, construction, finance, hospitality, and more. Our platform embeds employee recognition into your culture while automating time-consuming admin work.

## We help organizations:

- **Embed core values into daily behavior** through custom employee awards and automated recognition moments to improve business outcomes
- **Differentiate their culture and benefits package** to retain employees, recruit top talent, and save on costs
- **Boost employee engagement and morale**—especially among overlooked, frontline, or deskless workers—through accessible, high-frequency recognition
- **Reduce turnover and absenteeism** by improving employee morale and job satisfaction
- **Build a stronger, more connected culture** across remote, hybrid, and field-based teams with real-time peer and manager recognition
- **Streamline HR and manager workflows** by automating birthdays, milestones, and compliance-linked recognition
- **Drive performance outcomes** in areas like training completion, DEI participation, safety compliance, and referral hiring
- **Deliver measurable ROI** with built-in dashboards and QBRs support showing the impact on retention, engagement, and program adoption on the business

**CLEARVIEW**  
Healthcare Partners

**STAMFORD**  
HOSPITAL

**Lakewood**  
HEALTH SYSTEM

**HubSpot**

**Chick-fil-A**

**1STBANK**

# Why Bucketlist?

Category	What Bucketlist Offers	Where We Win	Where Competitors Fall Short
<b>Reward Variety</b>	1M+ options globally – including Amazon Business, experiences, donations, gift cards, SWAG	✔ More meaningful choices = higher engagement	AwardCo lacks donations; Nectar/ Bonusly lack experiences; WorkTango lacks SWAG
<b>Customization</b>	Fully customizable workflows, branding, and award types	✔ Tailored to your values and program goals	Most competitors offer only basic or moderate customization
<b>Mobile Capabilities</b>	Native iOS & Android apps + mobile-first UX	✔ Designed for deskless and field teams	AwardCo and Nectar lack dedicated mobile apps
<b>Ease of Use</b>	Voted #1 easiest to use recognition software. Simple UI for employees & managers, with peer and manager recognition	✔ High adoption across distributed teams	Others often focus on corporate/ deskbound use cases
<b>Customer Support</b>	Dedicated CSM, onboarding lead, quarterly reviews, 90+ NPS	✔ High-touch support = faster time to value	Many competitors have inconsistent support or no assigned CSM
<b>Culture Consultants</b>	We are your employee recognition partner, not just a platform	✔ Guide you through the journey from start to finish	Just a software subscription, not a true business partner
<b>Recognition Strategy</b>	Aligned with values, business goals, and DEI initiatives	✔ Enables strategic program design	Others default to one-size-fits-all setups
<b>Pricing Transparency</b>	No hidden fees or reward markups	✔ Predictable budgeting	Most competitors don't disclose reward markups or include them in base price
<b>Reporting &amp; ROI</b>	Real-time dashboards, redemption metrics, QBRs	✔ Prove ROI within 3–6 months	Competitors often lack robust analytics or tie recognition to outcomes

## TL;DR: When to Choose Bucketlist

If you want...	Choose Bucketlist
A platform that works for <b>frontline, remote, and hybrid teams</b>	✔
A recognition system that <b>delivers measurable ROI</b>	✔
Custom branding and workflows that reflect your <b>culture and values</b>	✔
Global rewards with <b>no markup and real redemption tracking</b>	✔
A partner who will do <b>90% of the heavy lifting</b>	✔

*“The whole platform is so customizable – we were able to match our values, colors, and embed the program into everything we do.”*

–Doctors of BC

# Bucketlist at a Glance

## Built for Frontline Workforces

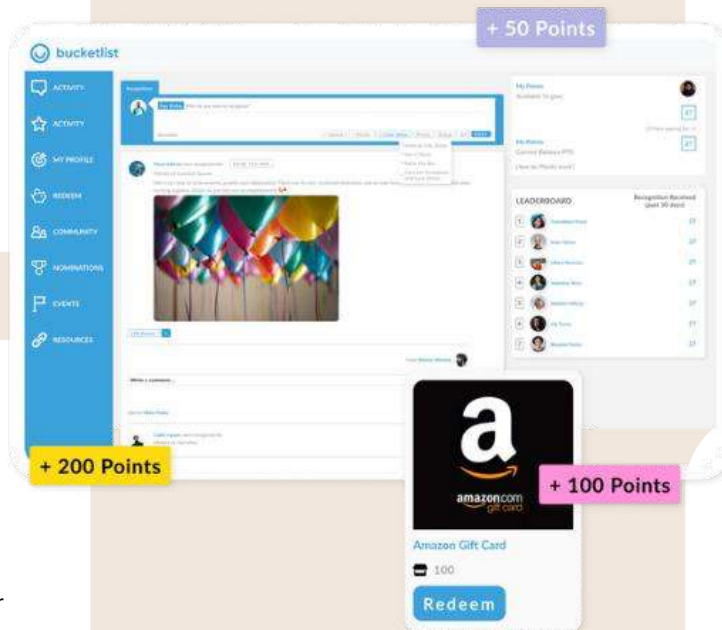
- Native mobile apps, SMS/email-optional workflows
- Multi-language and location-aware features
- Designed for deskless, hybrid, and shift-based workers

## Employee Rewards and Recognition That Drive Real Engagement

- 1M+ global rewards—SWAG, experiences, donations, gift cards
- High-frequency, personalized recognition that boosts morale and performance
- Aligned with company values, DEI, and performance goals

## Easy to Launch, Easy to Scale

- Dedicated onboarding manager and CSM
- Admin workflows for birthdays, milestones, and referrals
- Integrates with MS Teams, Outlook, Slack, Teams, ADP, BambooHR, Workday and more.



## Delivers ROI You Can Prove

- Real-time dashboards on usage, redemption, and team activity
- QBRs with HR and leadership to review engagement and retention metrics
- No hidden fees or reward markups = budget clarity and trust

## Built for:

- Hybrid and remote teams
- Field and shift-based workers
- Multi-location enterprises
- Values-driven orgs looking to reduce turnover, burnout, and siloed culture



### Wall of Cheers

Clarvida's "Wall of Cheers" sparked a 4x increase in peer recognition and doubled reward redemptions -- boosting frontline engagement across 17 states.



### Shift-based rewards

Implemented shift-focused programs like perfect attendance awards and micro raises to recognize frontline staff's 24/7 dedication.



### Recognition Embedded into Daily Routines

Encourages leadership to integrate appreciation into morning rounds, huddles, staff meetings, at the end of nurse shift.

# What the Buying Committee Needs to Know

Stakeholder	Top Priorities	How Bucketlist Delivers
CEO	Strategic alignment, employer brand, workforce resilience, performance uplift, ROI	<ul style="list-style-type: none"><li>✓ Links recognition to mission, values, and system-wide performance goals</li><li>✓ Boosts morale, reduces burnout, and retains high performers</li><li>✓ Builds a culture that attracts and retains top talent in competitive labor markets</li><li>✓ Enhances your employer brand as a destination for purpose-driven, engaged workers</li><li>✓ Drives real business ROI through improved retention, productivity, and engagement metrics</li></ul>
CFO	ROI, cost discipline, long-term value, financial risk	<ul style="list-style-type: none"><li>✓ Transparent, predictable pricing with no rewards markups</li><li>✓ Dashboard Reporting and Quarterly Business Reviews to demonstrate real-time impact on turnover, retention and engagement</li><li>✓ ROI calculator with real cost/benefit projections</li><li>✓ TCO insights and flexible license tiers with usage reporting</li></ul>
CHRO/CPO	Retention, DEI alignment, HR automation, workload reduction	<ul style="list-style-type: none"><li>✓ Reduces manual admin by automating rewards &amp; workflows</li><li>✓ Fully customizable to reflect DEI, values, and roles</li><li>✓ Improves engagement and retention (30–40%+ impact)</li><li>✓ Replaces ad-hoc programs with a unified, scalable system</li><li>✓ Fair and bias-free employee recognition with peer-to-peer options, manager analytics, and customizable permissions to ensure equity</li></ul>
COO	Adoption across frontline & field teams, operational simplicity	<ul style="list-style-type: none"><li>✓ Mobile-first design for deskless and shift workers</li><li>✓ Multi-language, SMS/email-optional workflows</li><li>✓ Customizable by site, role, region</li><li>✓ Scalable with built-in multi-region, multi-language, and multi-budget support and role-based controls</li><li>✓ Dashboards to track usage by location or business unit</li></ul>
CTO/CIO	Security, integration, scalability, data governance	<ul style="list-style-type: none"><li>✓ SOC 2 Type I certified, GDPR compliant</li><li>✓ SSO, SCIM, and robust HRIS integrations (ADP, Workday, BambooHR)</li><li>✓ Regional data hosting and encryption at rest/in transit</li><li>✓ No ongoing IT burden — low-lift implementation with dedicated technical support</li></ul>
Managers	Ease of use, impact on team morale, no added admin	<ul style="list-style-type: none"><li>✓ One-click recognition via Slack, Teams, or mobile app</li><li>✓ Auto reminders for milestones &amp; birthdays</li><li>✓ Quick manager training, minimal overhead</li><li>✓ Real-time feedback boosts team trust and performance</li></ul>

# Implementation & Time Commitment

Fast, structured onboarding with minimal lift for your team

Average Total Time Required:

 8–16 hours over 6–10 weeks

Your dedicated onboarding manager will guide you step by step — handling most of the heavy lifting so your team can focus on launch readiness, not admin.







## Your 10-Step Implementation Journey

Stage	What Happens	Who's Involved
1. Kickoff & Project Plan	Define goals, milestones, task owners, and timelines	Bucketlist + HR
2. Admin Training	Self-paced video training for admins, managers, and HR leads	HR, program admins
3. Budget & Award Mapping	Align budget with recognition goals using a planning tool	HR, finance
4. HRIS & IT Integrations	Set up SSO, user provisioning, employee data sync	IT + Bucketlist
5. Reward Marketplace Setup	Select and upload global and custom reward options	HR + Bucketlist
6. Recruit Ambassadors	Identify and brief internal champions for rollout	HR
7. Comms Plan Development	Use prebuilt templates for email, posters, manager toolkits	HR, Comms
8. Pre-Launch Training	Live or video sessions for employees and managers	All employees
9. Quality Assurance	Final program checks and workflow validation	Bucketlist + HR
10. Go Live!	Launch with welcome emails, in-platform messages, and excitement	Entire org

## Post-Launch Support

Even after launch, you're never on your own.

Here's what to expect:

-  **24/7 access to award-winning support**
-  **Program optimization guidance**
-  **Regular check-ins and usage reports**
-  **Quarterly Business Reviews (QBRs) to share success metrics with your leadership team (available on eligible plans)**

# Measuring the Success of Your Recognition Program with Bucketlist

Recognition becomes a lever when you can measure it



## Key Performance Indicators (KPIs)

Specify metrics tracked (e.g., recognition frequency, employee engagement scores).



## Reporting Tools

Describe dashboards, reports, and analytics available to stakeholders.



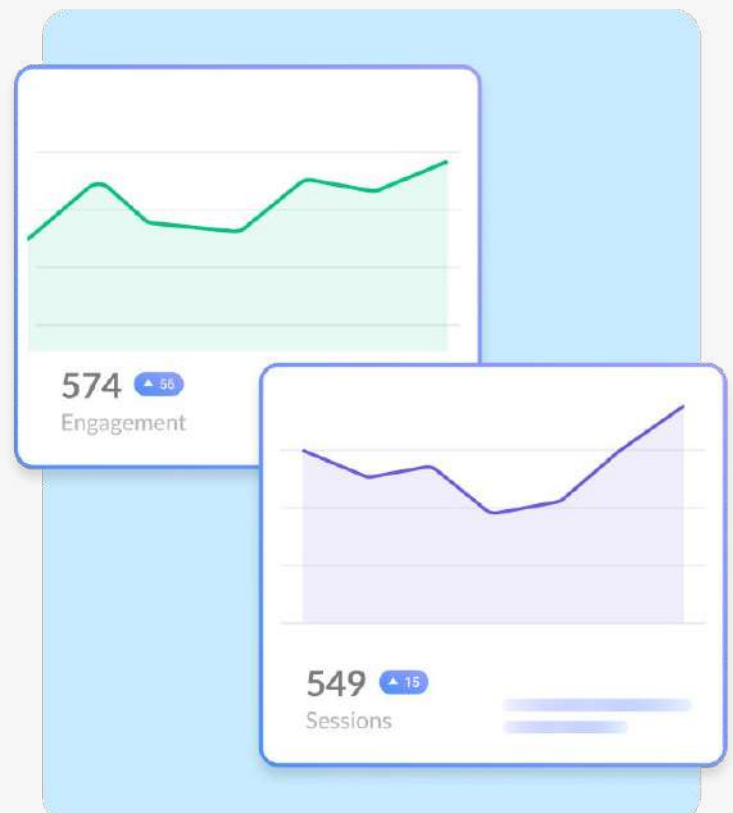
## Benchmarking

Specify metrics tracked (e.g., recognition frequency, employee engagement scores).

## Metrics That Matter

- ☆ % of managers giving recognition
- ☆ Monthly active usage
- ☆ Recognition volume by team
- ☆ Employee eNPS
- ☆ Turnover rate changes
- ☆ Reward redemption rates

All tracked via live dashboards + Quarterly Business Reviews (QBRs).  
**No analyst required.**



# What Results Can You Expect?

 *Benchmarks for 3-month and 12-month ROI*

Timeline	Benchmark Outcomes
3 Months	2-3x increase in recognition, 80%+ manager adoption, 90% reward redemption
12 Months	30-40% reduction in turnover intent, 2-10x engagement lift, >80% monthly activity, ROI proven in QBRs

## ROI at a Glance

ROI Category	Estimated Annual Impact
Retention Savings (5% turnover)	\$4,400,000
Absenteeism Reduction (1 day)	\$600,000
Referral Hiring Savings (5%)	\$300,000
Training ROI Uplift (45%)	\$1,080,000
Gross ROI	\$6,380,000

These figures reflect how a targeted recognition strategy aligned with operational and cultural goals can elevate performance and reduce costs.

### Real Results:

- **Home Instead:** 2x retention vs. industry average
- **First Bank:** 90%+ participation across 26 locations
- **ADUSA:** Doubled safety engagement
- **Covalent Health:** Hit 30% retention goal ahead of plan

# Bucketlist Plans

*Transparent, scalable plans with no hidden markups*

Bucketlist Rewards offers flexible plans based on organization size, needs, and feature set. Every plan includes core recognition features, with optional upgrades for expanded capabilities and services.

## Plan Tiers

Plan	Ideal For
<b>Starter</b>	Small to mid-size teams starting with recognition
<b>Professional</b>	Mid-sized orgs needing automation and reporting
<b>Enterprise</b>	Larger orgs needing full customization, integrations, global rewards

- Pricing is **tiered by employee count**, with volume-based discounts
- Choose between monthly per-user pricing or flat setup + usage fees
- **No reward markups** — what you budget is what employees receive



## All Plans Include

- ✔ Peer-to-peer & manager recognition
- ✔ Native iOS & Android mobile apps
- ✔ Global rewards catalog (1M+ options)
- ✔ Custom branding & workflows
- ✔ Admin dashboard, usage tracking, and success planning
- ✔ SOC 2 Type I & GDPR compliance

## Discounts & Incentives

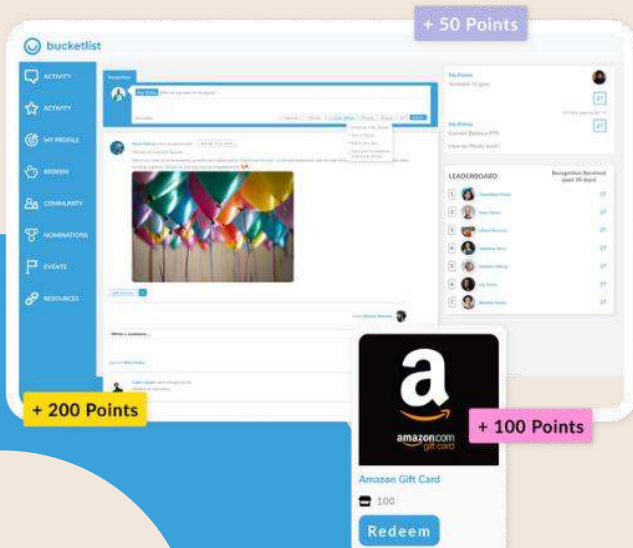
- ✔ Referral program: Up to 20% off with partner referrals
- ✔ Prepay discounts for annual commitments
- ✔ Nonprofit and education pricing available

# Partner with Bucketlist: The Employee Recognition Software Your Entire Business Will Love



**Bucketlist turns employee recognition into a strategic lever  
for business success.**

Partnering with Bucketlist Rewards means equipping your organization with the tools and expertise to build an employee recognition program that not only celebrates achievements but also delivers measurable business results.



**Explore how Bucketlist Rewards  
can transform your organization's  
recognition strategy.**

**Request a Demo**