

Elevating Employee Referral Volume through Experiential Rewards

Guidewire and Blueboard Partner Success Story

Let's be brief:



Partnership Goals:

Build excitement around Guidewire's employee referral program and increase total volume of referred candidates, as well as the long-term percentage of hires from internal referrals.



Reward Program Details:

Guidewire ran a **5-month referral contest** open to all global employees.

Blueboard rewards distributed:

- The employee with the most new referrals at the end of each contest month received a **Blueboard Ivory reward** (5 total).
- The employee with the most referrals through the entire contest window received a larger **Blueboard Tiburon grand prize**.

Blueboard Reward Impact:



Immediate Excitement: Following the Blueboard program launch internal referrals increased from **2.1 to 7.5 referrals per day** (+260 percent increase).



Huge Volume Increase: **715 additional internal referrals** attributed to the Blueboard contest.



Referral Quality and Quantity: During the contest window Guidewire saw a **41 percent increase** in the percentage of hires by referral, with referrals making up 25 percent of all hires by contest end.

Client background:

Employee referrals are hands down the best candidates a company can get. JobVite recently shared that internal referrals **get hired faster** (47 percent faster), **cost less to hire** (saving companies on average 80 percent in fees), and are **happier employees** from having a built-in buddy at the office (leading to stronger retention rates) - when compared to candidates sourced through agencies or job boards.*

Being named a “Best Place to Work” by Glassdoor two years running has certainly helped Guidewire benefit from external candidate interest, yet Traci McCulley, Director, Global Recruiting was facing an internal candidate pipeline that missed her expectations.



“Our referral program was getting a little bit lackluster, our average employee referrals were at 18 percent (of all hires), not where I wanted them to be.”

Traci McCulley, Director, Global Recruiting

Traci needed a better way to build excitement amongst her global employee base to meet Guidewire’s spiking headcount goals.

Partnership opportunity:

Guidewire had recently met Blueboard and was in active talks around an overall recognition program fueled by experiential rewards. *Why experiences?*

“I’m just an experience person, I’m a big believer in creating memories, and the power in experiences. In building anticipation, the experience itself, and then the memory it leaves. It’s much more lasting than buying an iPad that’s outdated in six months.”

Traci saw the opportunity to leverage Blueboard’s platform to more immediately impact her global referral goals, and in turn build early excitement and buzz for the larger Blueboard recognition initiative under consideration.

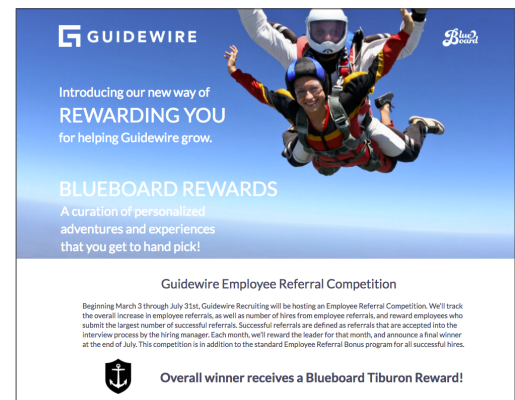
Approach:

Traci and the Guidewire team launched a **5-month referral contest** in March 2016, awarding a Blueboard Ivory reward to the employee who referred the highest volume of candidates each month. Additionally, the top referrer throughout the entire contest window took home a larger grand prize: a Blueboard Tiburon reward.

Guidewire and Blueboard partnered together to ensure a smooth roll-out and exciting launch:

“The launch is the scariest part, you only get one chance. And it (the roll-out) was amazing, Blueboard’s Customer Success team really worked with us through everything (how to tie into our goals, how to market it).”

Blueboard provided a co-branded online landing page that was regularly updated to showcase monthly winners as well as the overall leaderboard, and created print collateral for distribution throughout Guidewire’s offices. To further spread the word, Guidewire hosted a series of lunch and learns and leveraged internal Town Hall meetings to promote the contest in-person.




GUIDEWIRE

Introducing our new way of
REWARDING YOU
for helping Guidewire grow.

BLUEBOARD REWARDS
A curation of personalized
adventures and experiences
that you get to hand pick!

Guidewire Employee Referral Competition

Beginning March 3 through July 25th, Guidewire Recruiting will be hosting an Employee Referral Competition. We'll track the overall increase in employee referrals, as well as number of hires from employee referrals, and reward employees who submit the largest number of successful referrals. Successful referrals are defined as referrals that are accepted into the interview process by the hiring manager. Each month, we'll reward the leader for that month, and announce a final winner at the end of July. This competition is in addition to the standard Employee Referral Bonus program for all successful hires.

 Overall winner receives a Blueboard Tiburon Reward!



But the biggest driver of awareness and buzz came after one employee bravely ***jumped out of a plane***. Guidewire’s first monthly contest winner, Juliano, redeemed his reward for a tandem skydiving experience in his hometown of Dublin, Ireland. Blueboard helped to produce a short sizzle video that quickly went viral through Guidewire’s offices.

“Having a program that we could reinforce every month really kept the program fresh. One of my team members looked into a meeting room where someone was just playing the video of Juliano, totally unprompted. Everyone was watching and talking about it. It was really cool to see all of the buzz being created.”

Program results:

The Blueboard referral contest not only built excitement and buzz around the Guidewire office, but also delivered on the team's referral volume goals. And the best part? **The incoming referrals were higher quality**, greatly increasing the total percent of hires from referrals during the contest window.

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Guidewire employee experiencing wakeboarding lessons with Blueboard reward

“I wanted to highlight how great Blueboard’s Concierge has been! The team at Guidewire has been delighted with the service. Thanks Blueboard!! Keep up the good work.”

Hannah H., Blueboard Experience Winner

Looking to pump up your employee referral program?

Visit Blueboard.com to request a demo of our product and learn more about effective ways to energize and motivate your top employees.

