

How Blueboard Powers Anniversary Awards for Precision BioSciences



COMPANY

At Precision BioSciences, leaders in genome editing utilize the ARCUS® editing platform to eliminate cancers, cure genetic diseases, and create safer, more productive food sources.

HEADQUARTERS

Durham, North Carolina

EMPLOYEES

201-500 employees

INDUSTRY

Biotechnology

BLUEBOARD PRODUCTS USED

Anniversary Awards

HOW WE WORK TOGETHER

In order to compete for top talent in biotech, Precision BioSciences knew that they would have to dance a little different (hey, that's one of our core values). So, Christine Wilson, Associate Director of Human Resources, searched for a recognition platform that could power the best anniversary awards program in the industry. But they kept coming up against old-fashioned and boring legacy options that would force them to dance like everyone else with gift cards or waffle makers. Then, they met Blueboard and saw how we could help them build an exceptional anniversary awards program that celebrates key milestones with experiential rewards.

"Your employees will get so much more out of Blueboard because they'll create lasting, positive memories from their experience, versus sending them a three-year pin, a cash bonus, or reward from a catalog that nobody wants."

-Christine Wilson, Associate Director of Human Resources

HOW WE'RE CREATING VALUE

The longer an employee stays with Precision BioSciences, the more hype builds around their upcoming anniversary milestones. They talk with their peers about which Blueboard experiences they've enjoyed, and the anticipation of what's on the horizon is palpable. Employees regularly approach Christine to say how lucky they are to be part of a company that cares for their whole self and lets them choose an experience that suits them best. We're helping them build a strong culture of recognition.

"When I introduced Blueboard experiences during an all-hands meeting and showed the welcome video, you could hear a pin drop. Once it was over, people went crazy. The excitement level was huge."

-Christine Wilson, Associate Director of Human Resources

"When I found Blueboard, I knew it was perfect for us. Nothing else compares. I thought: 'This is our unicorn. This is what will make our people so excited.'"



Christine Wilson

ASSOCIATE DIRECTOR OF
HUMAN RESOURCES



How Blueboard Powers Anniversary Awards for Precision BioSciences



THE SOLUTION

With Blueboard's Anniversary Engine, Precision BioSciences automates reward delivery on their employee's anniversary date, creating a personalized program that's built to scale. And with Blueboard's comprehensive Admin Tools reporting suite, Christine can directly measure the impact that her program has on employee engagement and retention.

[Check it out:](#)



4.9/5

After their experience, Precision BioSciences employees rate Blueboard a strong 4.9/5.

“On a scale of 1 to 10, how likely am I to recommend Blueboard? It’s a solid 15 or 20. Seriously, I would encourage any HR team to look into what Blueboard can do for them.”



Christine Wilson

ASSOCIATE DIRECTOR OF
HUMAN RESOURCES



100%

Employees unanimously agree that Blueboard is a great tool for improving company culture and retention rates.