



ABOUT PARKER HANNIFIN

With a global workforce 58,000 strong and annual sales topping \$10 billion, Parker Hannifin is the world's leading manufacturer of motion and control products. Their emphasis on innovation drives their workforce to pioneer revolutionary new technology in the fields of aerospace, industrial machinery, and renewable energy on a daily basis. Because of their winning culture, passionate employees, engaged leadership, and tireless efforts to support local communities, the Parker name is recognized around the world as a symbol of quality and excellence.

THE CHALLENGE

With 53 locations across six continents, Parker Hannifin's global recognition was fragmented and inconsistent, with each international location running dissimilar programs. This not only made global programs difficult to track and measure, it also did not align with Parker's corporate goal of respecting and embracing all employees equally.

Parker needed a rewards and recognition program that would allow them to manage all global reward activity from a single platform. The platform needed to be easily administered from Parker's corporate headquarters in Cleveland, Ohio, and deliver a consistent recognition experience worldwide while mitigating excessive shipping and administration costs. They were seeking a supplier to consolidate more than 50 international locations, so they partnered with HALO, the leading global recognition provider.



55% SAVED ON SHIPPING COSTS



GLOBAL PROGRAMS CONSOLIDATED TO A SINGLE PLATFORM:

OVER 2,000 EMPLOYEES
IN 52 COUNTRIES
RECOGNIZED ANNUALLY



CONSISTENT RECOGNITION

EXPERIENCE FOR ALL
GLOBAL LOCATIONS



THE SOLUTION

HALO's knowledge of regional customs and local workplace practices — along with their proprietary network of foreign distribution centers and vendors — helped design a uniform program that was appropriate for each of Parker's international locations. Led by their Global Business Development Team and UK headquarters, HALO coordinated with Parker's HR leaders worldwide to implement and deploy the new consolidated platform. Award fulfillment became possible for 99% of Parker's international locations, saving the company 55% in shipping costs alone.

Administration was made simple with electronic billing and online reporting. Parker administrators could now track program spend across all locations from their headquarters in Cleveland, and automated reporting tools supplied coordinators with valuable program metrics in real time, providing hassle-free oversight and measurable results. Region-specific gift catalogs, accurate translations of program communications, and multilingual customer service were the finishing touches that made the program all the more seamless.

THE SOLUTION

Parker Hannifin was able to consolidate all of its former programs into a single efficient global reward and recognition platform that reduced Parker's administrative responsibilities, cut costs, and continues to support their corporate goals. Currently the program is thriving, with over 2,000 international employees recognized in 2012. Since the program launched five years ago, employee feedback remains overwhelmingly positive, with excellent or good ratings in the areas of gift desirability, ease of use, and overall satisfaction.

2012 PROGRAM FEEDBACK

100%

of employees reported their gift arriving in a timely manner

98%

were happy with the gift selection

100%

were happy with the quality of the gift

