There’s nothing better for a workplace than knowing that what you’re doing day-to-day is meaningful, impactful, appreciated, and recognized.

Even with the majority of its team working in a new open-plan office in downtown Denver, CO — just a few people work remotely on the East and West Coasts — Levels Beyond employees were looking for a way to encourage a sense of connection and togetherness.

Levels Beyond is a 70-person company that produces Reach Engine, an intelligent content and asset management platform for media and entertainment companies, advertising agencies, and sports teams. Dissatisfied with the gamified recognition system they had been using, Levels Beyond switched to Bonusly in July 2017.

A year later, the Levels Beyond team is feeling more connected than ever. We sat down with Colleen Smith and Matthew Lane to hear firsthand how Bonusly has impacted their company culture.
Bonusly at Levels Beyond
Tacos and core values

Levels Beyond’s core values are Professionally-proud, Determined, Committed, Curious, Passionate, and Solutions-oriented.

Whenever employees exhibit a company core value, their teammates can recognize them with a small bonus. All employees have a monthly Bonusly allowance of 50 tacos (equivalent to $5) to distribute at their discretion.

- Nine out of 10 Levels Beyond employees receive at least one bonus every month
- Levels Beyond employees give over 50% of all bonuses via Slack
- Just over a year since launching Bonusly, the team has given 3,835 unique bonuses. That’s a total of 34,433 tacos!

Thriving together
How Bonusly impacts Levels Beyond’s company culture

- Team members feel more engaged
- Managers can see where their team members excel
- Everyone’s contributions are more visible
- Team members feel more included and informed
- Fun interactions forge stronger personal connections

Don’t just take our word for it! In the next few pages, Matthew and Colleen chat about the impact Bonusly has made on Levels Beyond.
With Bonusly
Team members feel more engaged

Our teams are working on a large of things in a given day. We’re big on customizations for clients, but that focus can leave us feeling disconnected from each other.

When one team is working on a project that’s completely different from another team’s focus, and both projects are distinctly different from our sales team’s current efforts, it’s easy for us to lose sight of the big picture.

**Bonusly helps us have a feeling of common purpose.**

Bonusly is beneficial to our teams and to the health of our company because seeing what your coworkers have done day-to-day helps you get to know one another a little better.

I’ve seen more recognition between departments and have a greater understanding of what people on other teams are up to.

The increased visibility has clarified the importance of everyone’s roles and helped us understand what people are doing, day in and day out.
With Bonusly

**Managers can see where their team members excel**

At the risk of sounding really gushy here, as a team lead, the best thing about Bonusly is that I can see what my team is doing, know whether their contributions are being noticed (both inside and outside our department), and trust that everyone feels appreciated day-to-day.

I love that everyone in the company will see when my direct reports receive recognition, unlike the kinds of thank yous that get shared in an email or said in passing.

**Eleven percent of Levels Beyond’s bonuses are add-on bonuses.**

Add-ons are an excellent indicator that someone’s contributions affect multiple people!

When a new remote employee started in New York, she had a few dozen donuts delivered to Levels Beyond’s headquarters in Denver. The bonuses she received as thanks were a great way to kick off her first day on the team.
We all saw the need for more recognition to be ingrained in our company culture. With his emails, Matthew gracefully made sure Bonusly was part of our culture and something we thought about regularly.

With Bonusly Analytics, we can understand the impact of people’s contributions at multiple granularities and find invaluable insights to questions like, *How are things being distributed? Are we as connected as we think we are or as we want to be? What areas we can work on?*
Company-wide visibility is a huge challenge for us. Bonusly has been incredibly helpful for team members who may feel that their contributions are overlooked or who don’t necessarily see how their impact extends far beyond their teams.

Our most recent cohort of interns asked to be part of Bonusly because they felt like they were missing out. Something as simple as giving our interns their own Bonusly accounts has helped them feel like they’re part of our team.

Some of them are only here two days a week and some of them work remotely, but Bonusly gives them that sense of togetherness and belonging that I think is extremely important in maintaining a healthy corporate culture.
A large number of people in our field can be rather introverted. But when I see someone make a rib-breaking funny joke in a bonus, all of a sudden I'm like, *Oh, this guy is more than just the quiet guy who nods his head at me when I walk by and say ‘Good morning.’*

Bonusly gives people a good outlet for that sort of energy. We've gotten pretty creative with it, so we see a lot of ridiculous hashtags and bonus reasons.

Bonusly is helping us create a compliment-driven culture. A lot of the bonuses we give are for things that might otherwise go left unsaid.

"**Bonusly fills a gap that most companies don’t know they have.** Ninety-nine percent of the things we do at work probably aren’t worthy of a traditional bonus. But in that 99 percent, there’s a wide spectrum of things that are absolutely worth Bonusly points."
The bottom line
What does this mean for you?

If, like Matthew and Colleen, you work for a technology company with a semi-distributed team of about 70 employees already using Slack to communicate and collaborate (say that five times fast!), Bonusly is a great recognition and rewards solution for your team.

In fact, Bonusly has proven to be the right choice for organizations of all types and sizes.

Find out how other businesses around the world use our employee recognition and rewards platform to help their people love their work:

Read more customer stories