

Levels Beyond

Tapping into a common purpose with Bonusly



“ 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.



Colleen Smith
Lead UI/UX and
Product Design Engineer



Matthew Lane
Project Manager

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.

Learn more at



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With Bonusly

Team members feel more engaged

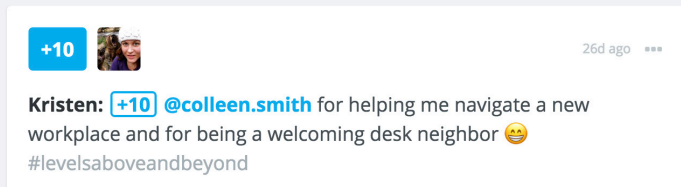


Matthew Lane
Project Manager

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.



Colleen Smith
Lead UI/UX and
Product Design Engineer

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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.



Colleen Smith

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.

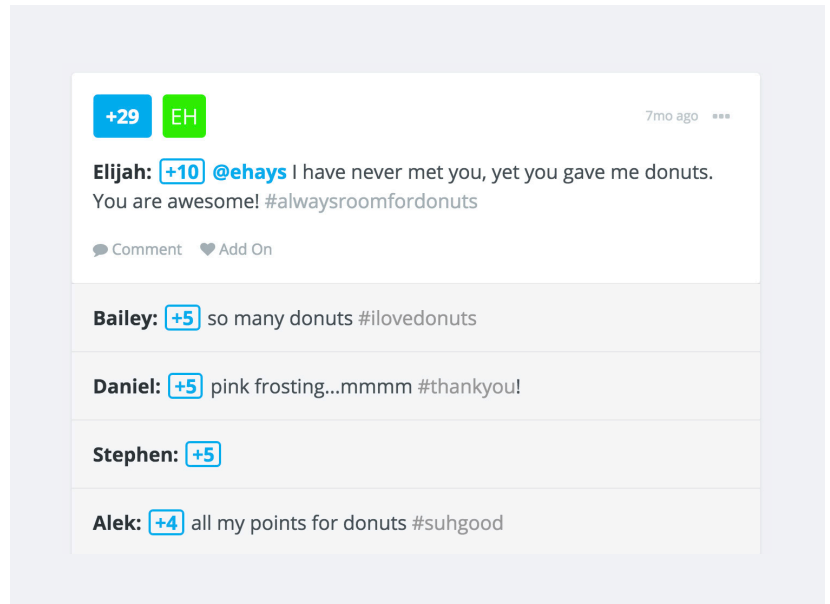


Eleven percent of Levels Beyond's bonuses are add-on bonuses.

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.



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With Bonusly

Everyone's contributions are more visible



Matthew Lane

I write a completely absurd Bonusly digest every month to give shout outs to the people who have done extraordinarily well.

Going through the Bonusly Analytics data to write that email is easily the best hour and a half of my month.

To: You
From: Matthew Lane
Subject: November 2017 Bonusly Recap

It's been a wild and crazy month in Bonusly with almost two thousand points being exchanged! There sure is a lot of appreciation being passed around our hallowed halls. People are using Bonusly to recognize everything from the ordering/provisioning of pizza to squashing bugs in our core code.

You all continue to inspire me to be mindful of all the great work that's going on here. Having so many talented, bright, fun people in such a small company — it's wonderful to be a part of.

Best,
Matt

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?*



Colleen Smith

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With Bonusly

Team members feel more included and informed



Colleen Smith

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.



Bonusly APP 12:57 PM

Kristen: +1 @dgilbert my last taco to you for collaborating on content plans #committed
[Add on to this bonus?](#)

The ability to see and give bonuses in Slack has boosted Levels Beyond's overall engagement with the program.

[Learn more about our Slack integration](#) →

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.



Matthew Lane

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With Bonusly

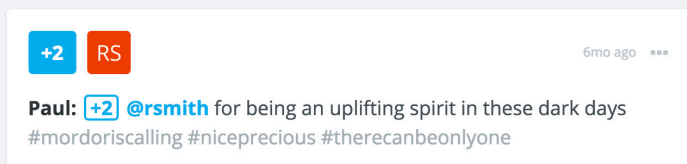
Fun interactions forge stronger personal connections



Matthew Lane

A large number of people in our field can be rather introverted. But when I see someone make a rib-breakingly 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.



Colleen Smith

“ 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. ”

Learn more at



bonus.ly



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](#)

Learn more at



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