

## Chobani

Driving engagement from the bottom up

# Chobani<sup>®</sup>

“ **It doesn't matter how many coworkers people have, they just want to be told they're doing a good job.** ”

Ten years after Hamdi Ulukaya bought a shuttered yogurt factory in upstate New York, **Chobani** has become the top-selling brand of Greek yogurt, the second-largest overall yogurt manufacturer in the U.S., and a leader among companies offering holistic employee benefits.

In the **2016 Great Place to Work<sup>®</sup>** survey, Chobani employees requested a more robust employee recognition system. Up until then, HR Manager Andrew Schrader had been manually fielding staff recognition via email and delivering gold balloons as rewards, an effort that was both inefficient and ineffective.

**They needed a system that was meaningful and immediate for everyone, from their retail teams to their factory workers and corporate employees.**

We caught up with Andrew to hear how Bonusly has impacted Chobani since the company adopted the program in 2017.



**Andrew Schrader**  
HR Manager

More than  
**75%**  
of Chobani employees  
actively use Bonusly

# Bonusly at Chobani

## Cups and core values

In 2017, Andrew and Chobani's People Team launched Bonusly to approximately 2,000 employees. With team members at the Chobani headquarters and manufacturing facilities in Upstate New York, their yogurt plant in Twin Falls, Idaho (the world's largest!), and their corporate office and retail locations in New York City, Bonusly runs across three timezones and during at least ten different shifts.

Chobani's core values are **Craftsmanship, Integrity, Leadership, Innovation, Safety, Giving Back, and Our People**. Whenever employees exhibit one of these values, their teammates can recognize them with a small bonus.

All employees have a monthly allowance of cups (Chobani's custom Bonusly currency) to distribute at their discretion. Team leads get an additional allowance boost during big projects so that they can adequately recognize everyone who pitches in.

The results are overwhelmingly positive:

- Seventy-three percent of Chobani employees receive at least one bonus every month
- Chobani employees give 33 percent of all bonuses on iPhones
- Just over a year since Chobani launched Bonusly, their team has given 63,250 bonuses



Learn more at



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# A system that just works

## What Chobani loves most about Bonusly

- Recognition is meaningful and immediate
- Employees report feeling more loyal
- Quick and personalized support from Bonusly's Customer Success team is the rule, not the exception
- Recognition has become integral to the company's culture

## With Bonusly

## Recognition is meaningful and immediate



Andrew Schrader  
HR Manager

Instead of being driven from the top down, our success with Bonusly grew organically. Our employees wanted frequent recognition, and the program empowers them to recognize each other. **Having the ability to recognize someone immediately is the most valuable part of Bonusly.**

Whether you have 20 employees or 2,000, it doesn't matter. People just want to be told they're doing a good job.



1d ago ...

Connie Hasko:  @alejandromazzotta Thanks for the constructive feedback and guidance - really appreciate your help. #leadership



5d ago ...

Paula Eppy:  @colbychrisbacher Thank you for getting my computer screens back in proper order! Appreciate all you do to keep us up and running! #people #craftsmanship

Learn more at



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The Bonusly mobile app has really helped recognition take off at Chobani. With our old program, we used forms that were translated into many languages, including Burmese and Cantonese. The Bonusly mobile app is simple and intuitive enough that everyone can use it.



Andrew Schrader

It's so important to engage all employees and help them feel appreciated and understood. Due to the nature of factory work, it's much more difficult to regularly connect with factory employees than it is to connect with corporate employees.

Since our employees can't have their phones on the factory floor, we worked with the Bonusly team to add the platform to kiosks in our breakrooms. With access to those kiosks and the Bonusly mobile app, everyone can easily give each other bonuses.



By providing multiple access points to Bonusly, including the breakroom kiosks (pictured here), Chobani has made it as easy as possible for their factory workers to give recognition.

Learn more at



[bonus.ly](https://bonus.ly)

With Bonusly

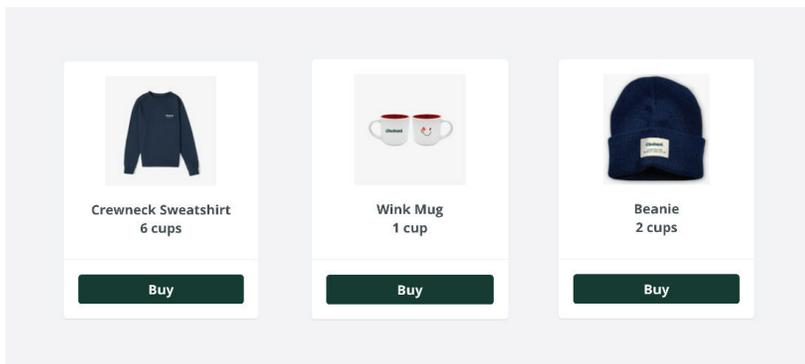
## Employees report feeling more loyal

People are proud to work at Chobani because of what we stand for and what we've accomplished. There's a deep sense of employee loyalty, as if Chobani were your favorite sports team.

On the 2016 Great Places to Work® survey, our employees asked for a recognition system so they could know when they're doing a great job. They also wanted to be able to buy Chobani apparel. Bonusly helped us address both pain points pretty easily.



Andrew Schrader



Chobani's creative department designed company swag that's only available to employees in the Bonusly Reward Catalog.

We took advantage of the fact that people wanted apparel in order to launch Bonusly: everyone who put the app on their phone received a Chobani wristband, and everyone who gave their first cup got a Chobani hat. Our creative department designed an entire line of Chobani swag that's only available in the Bonusly Reward Catalog, so that encourages people to engage with the platform, as well.

**Bonusly has definitely had a measurable impact on our Great Places to Work® survey results. On the 2017 survey, just a few months after we launched Bonusly, our score in the recognition category had the biggest improvement!**

Learn more at



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With Bonusly

## Quick and personalized support from Bonusly's Customer Success team is the rule, not the exception



Andrew Schrader

Whenever we've run into an issue with Bonusly or I've had any problems at all with the system, our relationship with the Customer Success (CS) team has just worked.

I was in Idaho for a conference, trying to figure out how to set up a Company Fund for Administrative Professionals Day. I got on the phone with Betty, and she helped me right away. Her assistance makes me appreciate Bonusly that much more, because I'm the main person interfacing with Bonusly's CS team. I always have questions but I rarely have to wait long for an answer.

If I have a problem, Bonusly's CS team will walk through it with me in order to understand what I'm trying to do. They'll run a report for me if I can't do it where I am. It's really nice to be able to count on that kind of customer service.

*I admire how dedicated Andy is to ensuring that his teammates are recognized. He's always looking at their usage data to find ways to make the program more meaningful to people. Bonusly is already fun and personal, so Andy's commitment to delivering impact is really cool.*

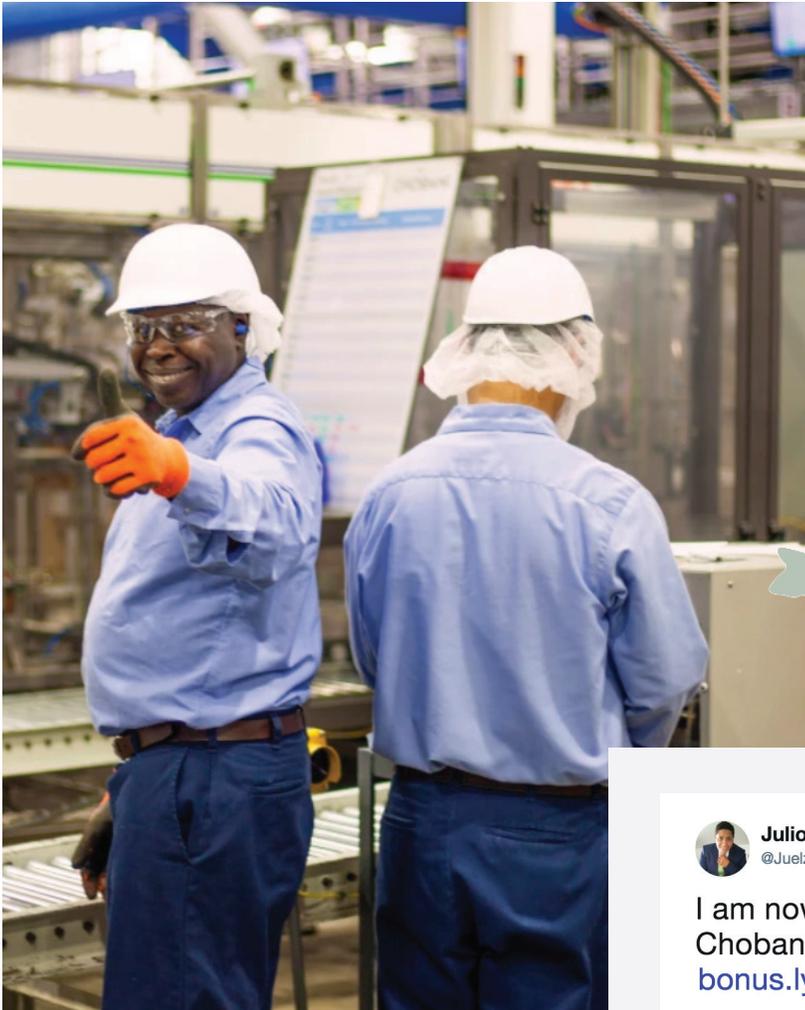


**Betty Ernst**  
Bonusly's Manager,  
Customer Success

Learn more at



[bonus.ly](https://bonus.ly)



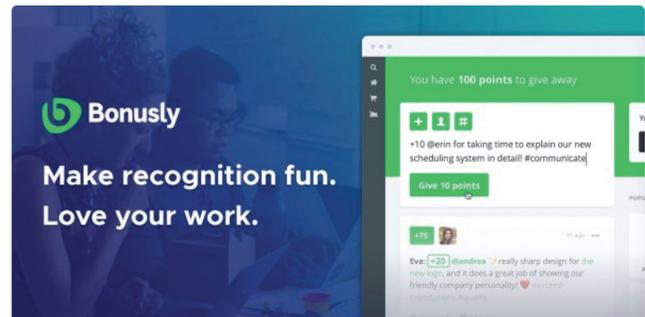
Cups of Chobani yogurt are the company's core product, so calling their Bonusly currency "cups" was a no-brainer.



**Julio Vizcaino**  
@Juelz0230

I am now the top bonus receiver for all of Chobani! @bonusly #RecognitionWorks: [bonus.ly](https://bonus.ly)

This means a lot to me honestly! Thank you #Chobani #ThankYou



**Bonusly - Reimagine Employee Recognition**

The easiest way to recognize and reward employees. Increase employee engagement and retention with Bonusly.

[bonus.ly](https://bonus.ly)

6:41 PM - 8 Aug 2018

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With Bonusly

## Recognition has become integral to the company's culture



Andrew Schrader

Our team has a lot of fun with Bonusly. We have the Bonusly Dashboard on display in all the breakrooms and in the corporate offices. So when you're giving a bonus, it's really important to find a GIF that suits the personality of the person you're recognizing.

It's priceless to see a bonus you gave or received displayed on a 65-inch TV screen with a funny GIF. Employees will hang out in front of the Dashboard and laugh as the bonuses cycle through. It really promotes a positive atmosphere.

“ Our team has a lot of fun with Bonusly. Feedback and instant gratification never get old. ”



Learn more at



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Andrew Schrader

Everyone gets caught up in their day-to-day work, which is why it's great to have Bonusly: feedback and instant gratification never get old.

When I receive a bonus and I wasn't expecting one, I get all cheesy about it. There's this thought that runs through my head: *"Oh, wow, I implemented this project and I bug everyone to participate, so of course I know it's important, but it still feels good to receive a bonus!"*

We send a "This Month on Bonusly!" email to managers to promote an ongoing culture of recognition and encourage them to continue recognizing their direct reports. Everyone's participation is meaningful.

To: You  
From: Andrew Schrader  
Subject: **This Month on Bonusly!**

Chobani Leaders,

Each month we're reflecting on our employee recognition program, powered by Bonusly, with our Chobani Leaders to track activity site by site. This month we're highlighting our July stats. Recognition from you to our employees matters, a lot. Please keep up the great efforts!

**69% of users gave a cup**  
68% in June

**74% of users received a cup**  
77% in June

**1,869 total cups were given**  
1,866 in June

Andrew and the People Team send "This Month on Bonusly!" emails to Chobani managers to celebrate and encourage company-wide recognition.

This is a location spotlight from the July 2018 email that highlights giving and receiving activity at the Twin Falls, ID, facility.



## The bottom line

What does Chobani's experience with Bonusly mean for you?

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If, like Chobani, your organization has several locations and a mix of corporate, manufacturing, and retail employees, 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](#)

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