

## CB Insights

Championing core values with recognition



“ **Bonusly is the first recognition platform we’ve used and it’s stuck.** ”

CB Insights (CBI) is a New York-based company that synthesizes, analyzes and visualizes millions of documents to help companies make fast, fact-based insights. Founded in 2008, CBI has a 4.9 star employer rating [on Glassdoor](#), and cofounder Anand Sanwal has a 100% CEO approval rating.

How did they do it? Anand and his cofounder Jonathan Sherry knew that they couldn’t leave culture to chance, so they identified their core values, the 4 H’s, for all CBI employees to embody: Helpful, Hungry, Happy, and Humble.

To keep the 4 H’s top of mind and intentionally build a positive work environment, Jonathan says, **“we reward and recognize our teammates in thoughtful and creative ways that encourage everyone to grow personally and professionally.”**

We caught up with Menaka Chang, VP of People Ops, to learn how CBI uses Bonusly every day.



**Menaka Chang**  
VP of People Ops

# Bonusly at CB Insights

## How the CBI team celebrates success

Menaka and her team shape their recruiting efforts around CBI's core values — **Helpful, Hungry, Happy, and Humble** — so that candidates and new hires can learn about the company culture from day one. Bonusly supports CBI's culture by helping everyone reinforce and celebrate those values.

With a monthly Bonusly allowance to distribute at their discretion, all CBI employees, from new hires to tenured executives, can easily recognize each other for exhibiting those values and contributing to the company's success.

- Since CBI launched Bonusly in June 2015, their team has given 12,739 bonuses
- CBI employees have donated their Bonusly earnings to Girls Who Code, the Electronic Frontier Foundation, and UNICEF Mexico Earthquake Relief
- CBI's most popular bonus hashtags are #humble-helpful-human and #teamwork



## A system that just works

### What CB Insights loves most about Bonusly

- Recognition is intuitive and frictionless
- Frequent recognition and rewards boost morale
- Easy-to-use features facilitate employee participation

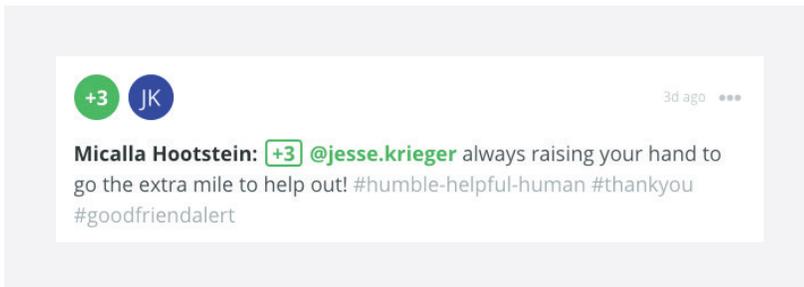
With Bonusly

## Recognition is intuitive and frictionless

At CBI, we have a deep appreciation for people who go out of their way to support one another and Bonusly is super easy to use. It's an intuitive and straightforward way to say thank you and let our teammates know that we appreciate the work they're doing.



**Menaka Chang**  
VP of People Ops



Any type of organization that wants to thank their employees for their contributions could really benefit from Bonusly.

If you introduce Bonusly during your company's early days, when your culture is still very flexible, program adoption will be a lot easier. But no matter how big your organization is, if you promote the benefits of peer-to-peer recognition to your team and teach them how to use Bonusly, they'll quickly see how powerful it can be.

With Bonusly

## Frequent recognition and rewards boost morale

Bonusly is the first recognition platform we've used and it's stuck. It's part of our day-to-day company culture now.

We give out awards at the end of the year and one of them is "Most Bonusly." The person who's received the most bonuses over the year wins the award, which includes a little trophy. It's extremely beneficial to our morale when our people feel noticed and get recognized for the things they do.



Menaka Chang



It's always such a nice surprise when you get recognized in Bonusly, and everyone really appreciates it. The rewards have been impactful, too. Employees take advantage of everything that's available in the Bonusly Reward Catalog.

One employee used his earnings to buy a standing desk, which he uses at work. Several people treat themselves by redeeming their Bonusly earnings for Amazon and Sephora gift cards. Nonprofit donations to organizations like Girls Who Code and the Electronic Frontier Foundation are popular, too.

Learn more at



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



CBI's "Most Bonusly" award is handed out each year to the person who's received the most bonuses. A distinct honor, to be sure!

Talk about team bonding! During one company offsite, teams built and raced cardboard boats.



Learn more at



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

With Bonusly

## Easy-to-use features facilitate employee participation



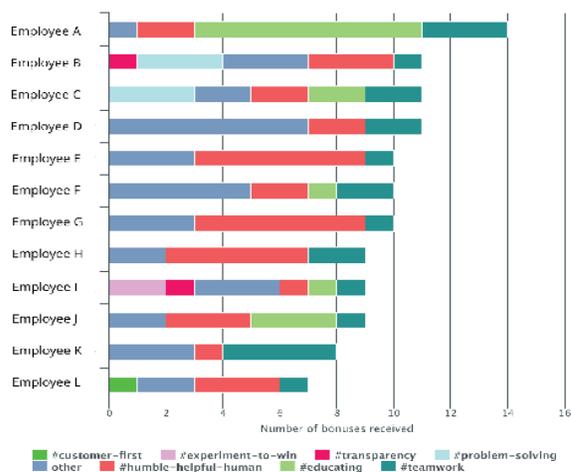
Menaka Chang

We integrate Bonusly with our [chat and collaboration software](#). It's so simple to use the integration because you can tag anyone in the organization and their username will populate automatically. The bonus hashtags, which are sometimes our 4 H's and sometimes more specific, are so fun and give us a natural way to talk about our core values.

I use Bonusly to recognize my colleagues on the People Ops team and to recognize my teammates across the organization. I've given a bonus to thank someone for showing me an Excel shortcut and I've given bonuses to show my appreciation when someone steps up to do something outside their job description, as well.

At the end of every year, when we're trying to figure out the winner of the "Most Bonusly" award, Bonusly Analytics really come in handy.

Most Bonuses Received for the Entire Company in the Last 30 Days



Bonusly admins can view and customize leaderboards, like this one for "Most Bonuses Received," using Bonusly Analytics.

Learn more at



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



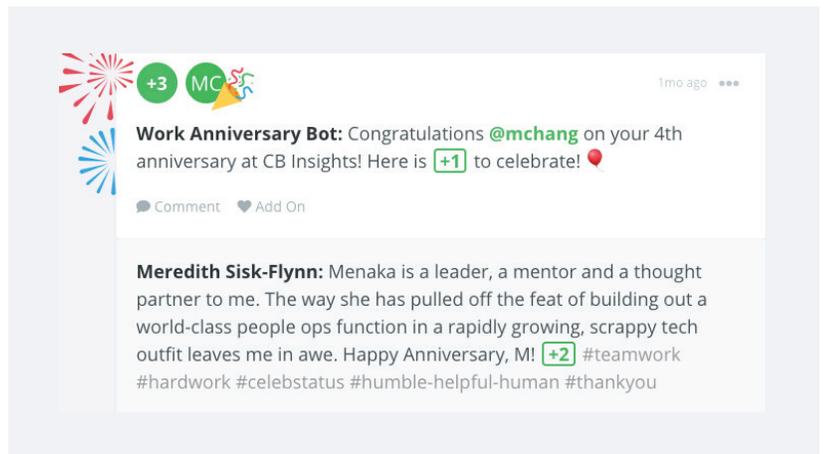
Menaka Chang

People like the [automated birthday and work anniversary bonuses](#). Our mid-and senior-level leaders are active on Bonusly, so everyone gets involved in celebrating these special milestones.

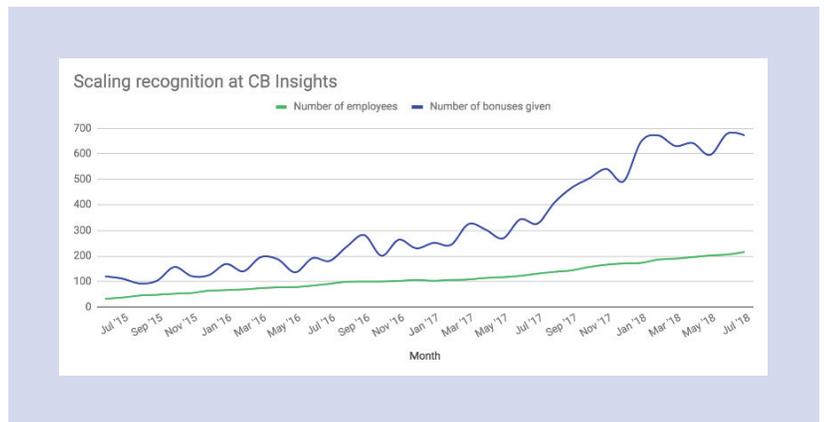
The Welcome Bot reminds us to highlight new employees' first days and the Work Anniversary Bot helps us celebrate tenured employees' years of service. Because we can store everyone's start dates in Bonusly, work anniversary bonuses are automatically issued on the appropriate date and we don't have to do any admin work.

We've grown a lot recently — we had 33 employees in June 2015 and we have over 200 today — so the Bots prompt us to celebrate the people that have been here for several years and welcome those who are just joining us.

Menaka's fourth work anniversary at CBI started with an automated bonus from Bonusly's Work Anniversary Bot, which one of her close teammates added on to.



CBI's team has grown sixfold since they started using Bonusly for employee recognition in June 2015. Participation rates have remained steady throughout this period of rapid scaling, with a consistent average of three bonuses given per employee per month.



Learn more at



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



## The bottom line

What does CB Insights' experience with Bonusly mean for you?

---

If, like CB Insights, your organization invests in people and wants to celebrate its core values on a daily basis, 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



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