
The
Bot Platform

Recognition Playbook



Introduction

The Bot Platform is an easy to use HR technology solution that empowers people to build a better employee experience.

Our platform empowers companies using Workplace from Meta and Microsoft Teams to build bespoke work tools that improve the lives of their entire workforce.

We have seen our customers use bots and digital assistants to solve all sorts of employee experience, communications and operational challenges. This playbook is designed to help you create effective and engaging recognition campaigns for your staff.

If you're interested in chatting more send us an email to hello@thebotplatform.com or reach out to your TBP Customer Success Manager.



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Why are recognition programs so important?

Employee recognition is a critical part of the employee experience, especially since we've seen the landscape of the workplace change so rapidly over the last 2 years.

For example, **44% of employees switch jobs because of not getting adequate recognition** for their efforts while **63% of employees who feel recognized are unlikely to look for a new job**. According to Harvard Business Review, **72% of businesses agree that recognition impacts engagement positively**, while Deloitte found that **employee productivity and performance are 14% higher** in organizations with recognition programs than in those without them.

We've seen many customers build recognition programs using our platform to great effect, such as Globe Telecom who saw a **900% increase in recognition year on year**.

How digital assistants on Workplace can help

Recognition bots for Workplace are a great tool because they:

- are available and accessible to everyone (24/7, 365 days a year, on mobile or desktop)
- reward all staff – office and frontline
- increase Workplace usage and engagement
- drive participation in recognition programs via automated prompts and broadcasts
- are directly integrated with the channels your staff are already using – no need to use/direct them to a separate app or tool





Three ways bots can be used to promote recognition

Ongoing Peer Recognition

Create an ongoing recognition program that staff can use to thank their colleagues and peers whenever they want.

Recognition can be tied to core company values and/or specific examples of the actions done or impact made by the employee.

Votes can be saved in the platform backend, sent to third party systems or cross-posted to Workplace Groups to boost visibility and engagement.

Recognition Broadcasts

Send monthly or quarterly broadcasts via a Recognition bot that thanks staff and/or encourages them to appreciate their colleagues and peers.

Send broadcasts to all staff or specific segments of your workforce – whether it be department, role type, seniority, location etc.

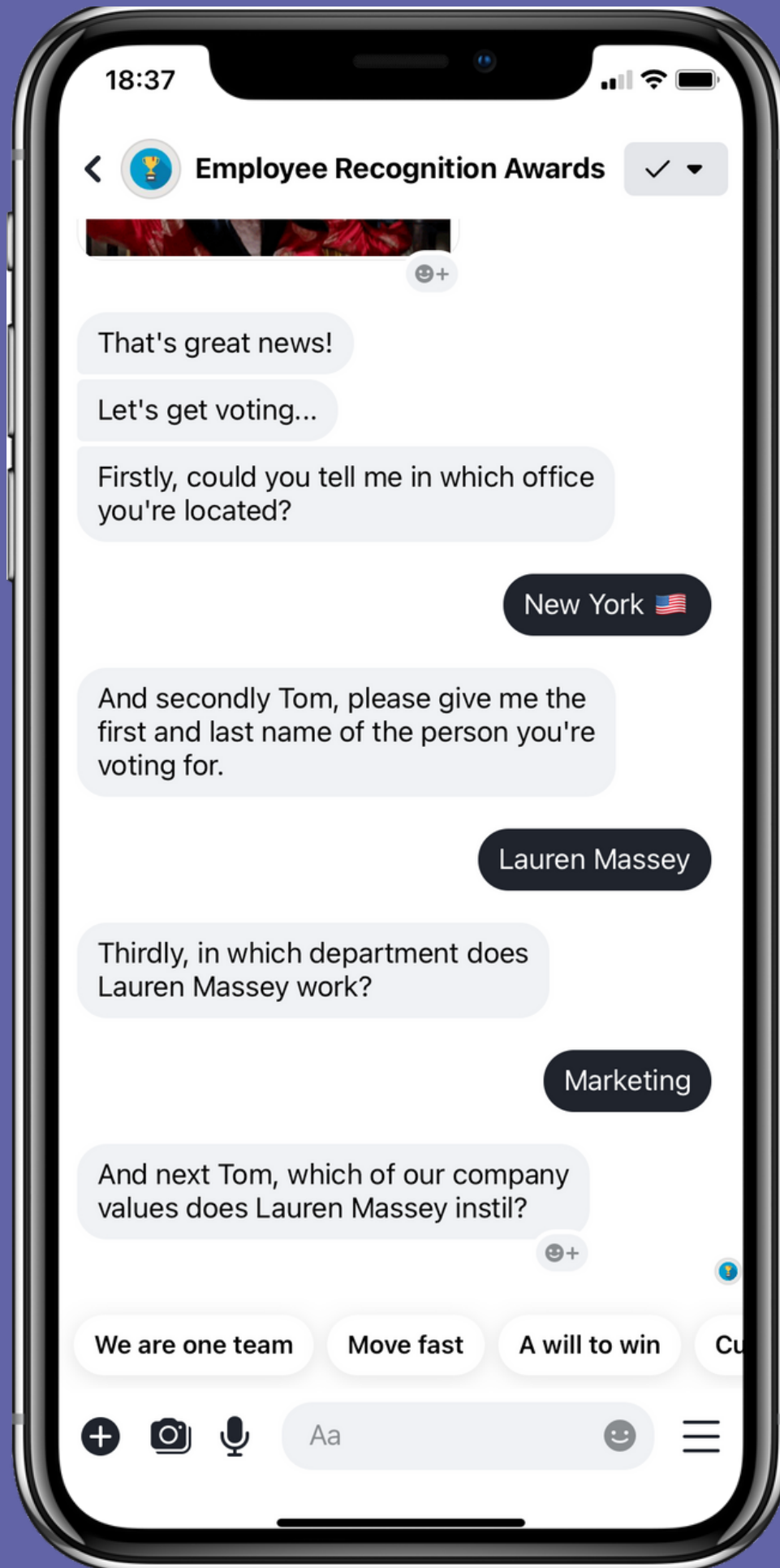
Tie broadcasts to company moments, campaigns or milestones.

Recognition Awards

Focus recognition around specific awards or themes such as: Unsung Hero, Team of the Year, Outstanding Contribution, Most Supportive Colleague or Inspiring Leader.

Focus awards around specific times such as end of the year, review season or annual company events.

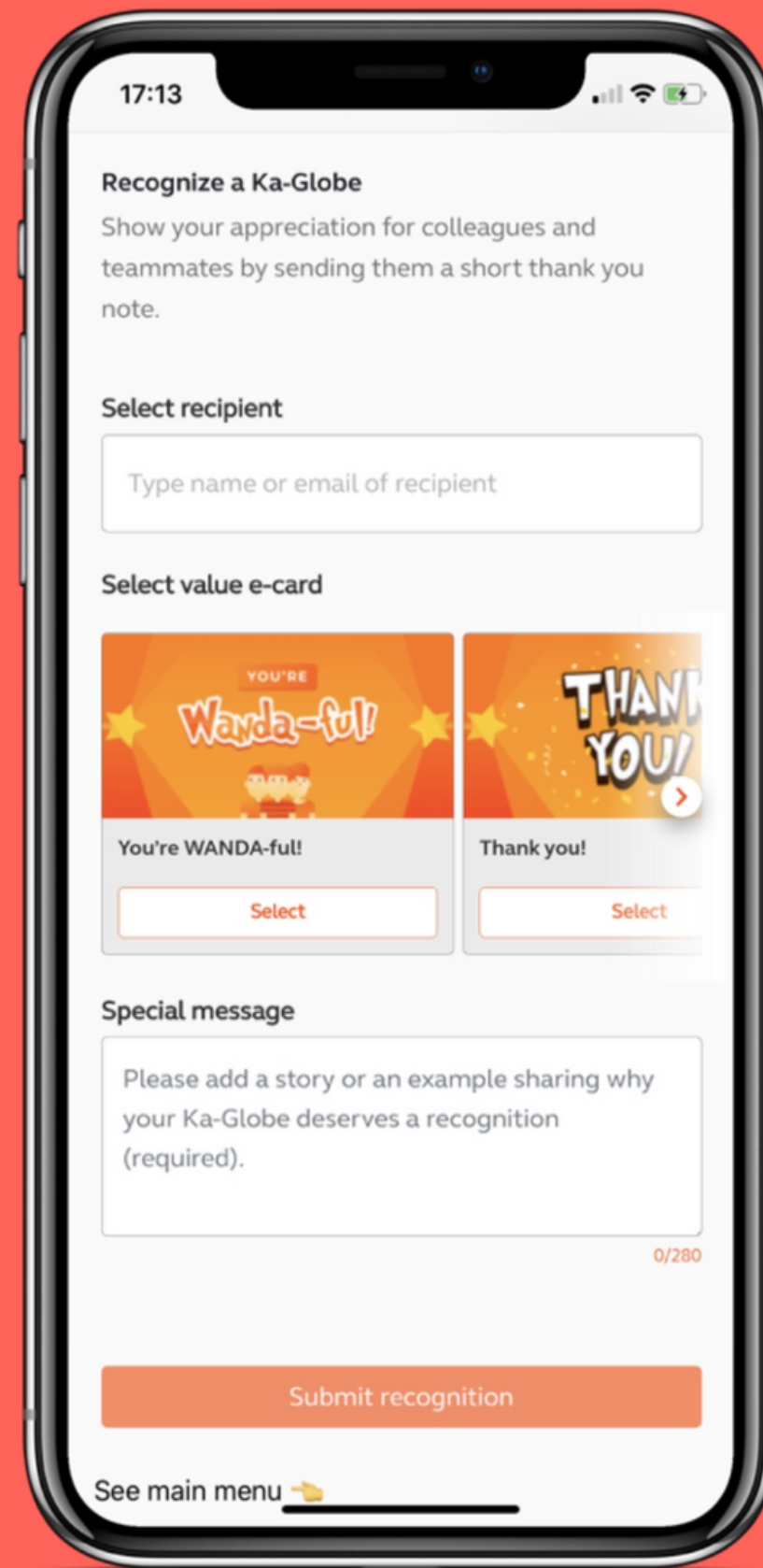
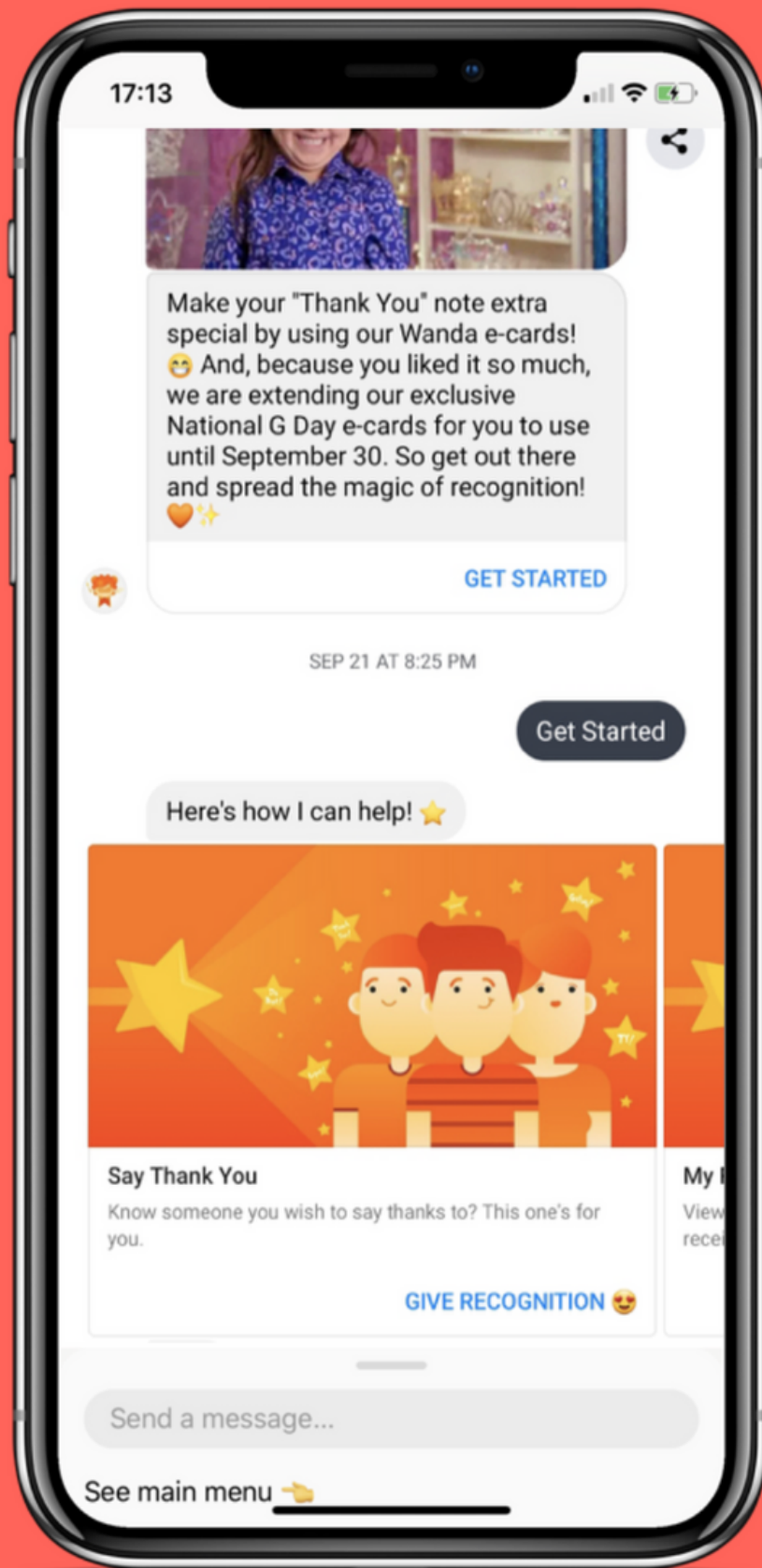
Easily set up recurring broadcasts that are sent to staff each time these moments arise.



Bots can easily create a culture of recognition

They can be highly personalised
and swiftly implemented to a
workforce of any size.

Let's see how other companies
created their own.



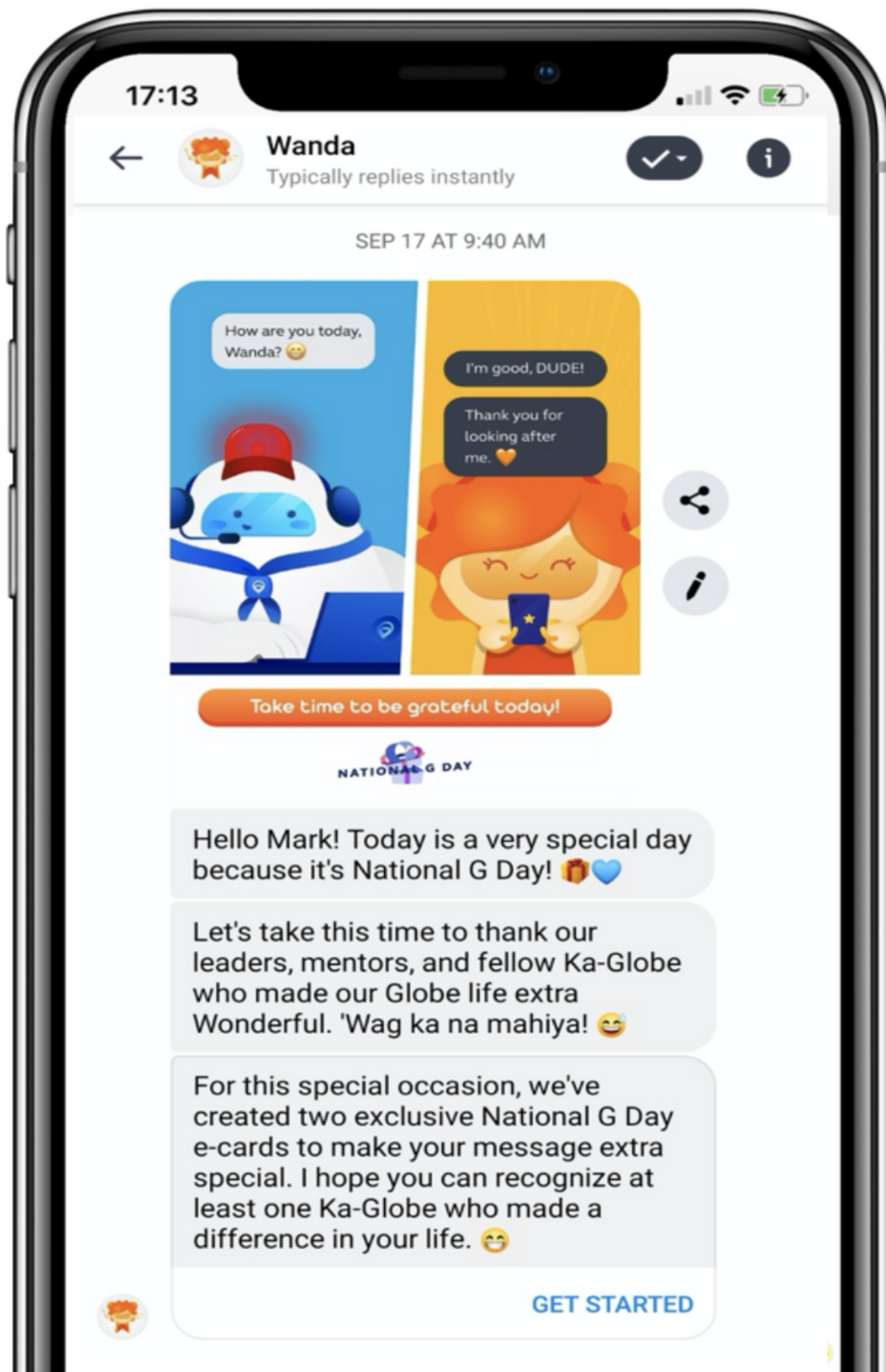
Globe

Enhancing the recognition experience for special events

With over 8000 frontline staff and desk based workers connected through Workplace, Globe have used the challenges of the last 12 months to build bespoke technology tools that help staff stay safe, informed, engaged and happy at work.

Their recognition program, **Wanda**, that **increased staff nominations by 900% year on year** and helped **amplify company holidays such as 917 day**.

As well as helping with ongoing recognition, **WANDA** was also used to celebrate Globe Telecom's anniversary on the 17th September. For this year's 917 day, **special eCards were created for staff to send to each other and broadcasts were sent out recognising teams that had gone above and beyond**. These anniversary Thank You's were **sent by over 1000 people in just 2 days**.



— “ —

Our staff LOVE our bots – DUDE, WANDA and DANI have personalities and are all seen as fellow colleagues at Globe Telecom, not just boring work apps.

Employee Engagement Manager
Globe Telecom

— ” —

Want to find out more?
▶ [Watch this webinar](#)

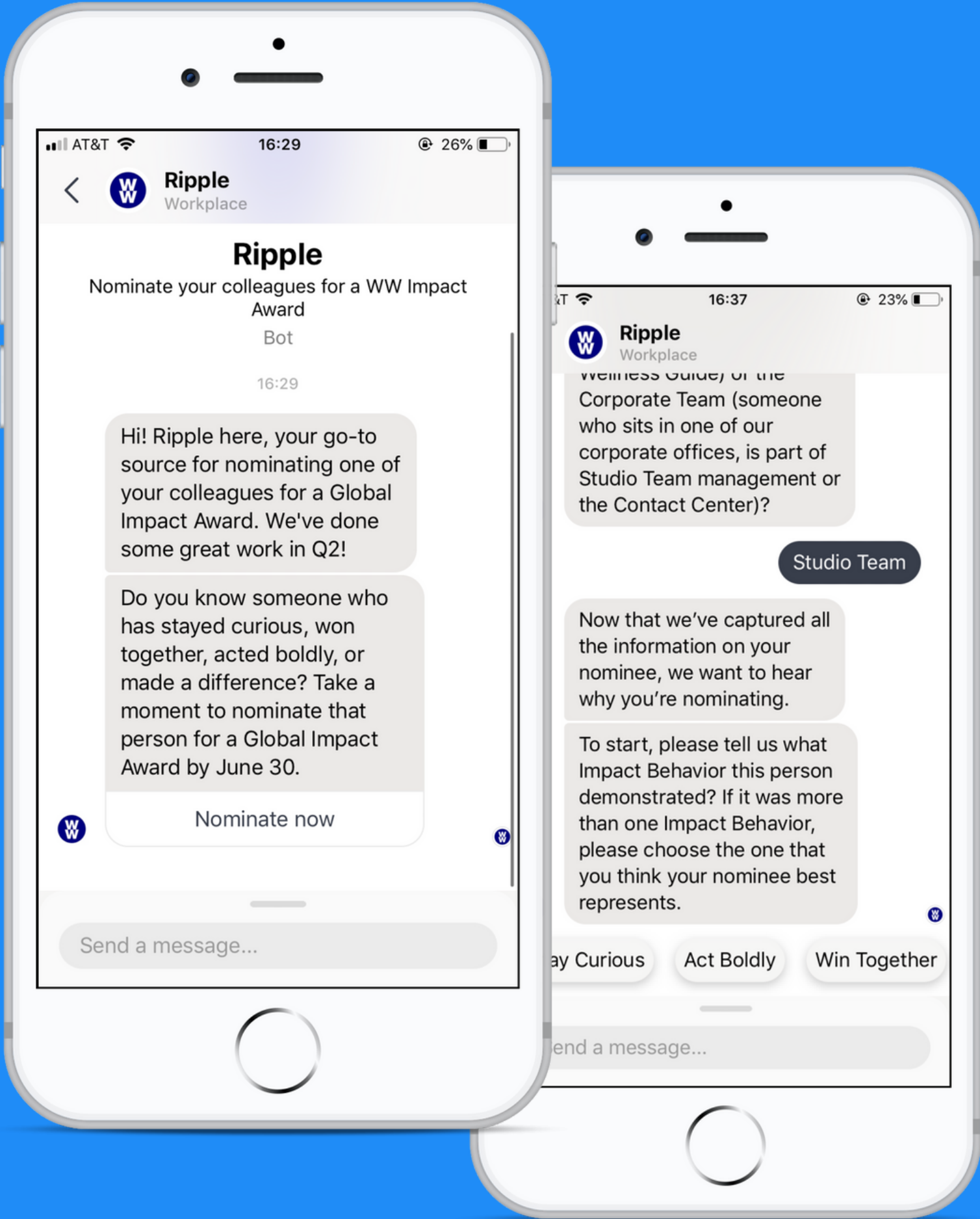


WW

Using peer recognition to celebrate staff

Ripple, named after its ability to create a positive “ripple effect” across the company, was built by WW (Weight Watchers) as an automated employee recognition program aimed to encourage peer-to-peer nominations and promote their corporate values. Here's how Ripple worked successfully:

<p>Saved time</p> <p>Ripple automated staff communication for WW’s recognition process and saved HR teams time</p>	<p>Integrated easily</p> <p>The bot was integrated directly into Workplace Groups and third party systems such as Google Sheets</p>
<p>Increased awareness</p> <p>Ripple communicated core company values and tied those to specific actions and behaviors</p>	<p>Global usage</p> <p>Thousands of WW employees have nominated colleagues across every office around the world</p>





— “ —

"We use The Bot Platform's tech to gather and publish peer to peer nominations for our global employee recognition program, and couldn't be happier. It's so simple to implement and run as an admin and intuitive for employees to use when submitting nominations. The final output – a public post to a WP group is highly engaging and drives conversation among employees. And yet, even with all of this, my favorite thing about The Bot Platform is their customer centricity and strategic partnership – we have a true partner in TBP."

Director, Global Organizational Development

WW

” —



Staff conference bot

Every year we come together to celebrate the great work and people at Citizens Advice at the staff conference awards ceremony!



This year there are 8 awards up for grabs:



Best project, tool or idea



Inspiring manager or leader



Unsung hero



Team of the year



Outstanding contribution

Citizen's Advice

Incorporating recognition into broader company events

As a part of Citizens Advice's annual conference bot, staff were able to nominate colleagues for specific categories of awards including best project, tool or idea, Inspiring manager or leader, unsung hero, team of the year and outstanding contribution.

Nominated staff were reviewed by leadership before being added to a shortlist. The winners were then announced at the annual awards itself. This was a simple and quick resolution to a recognition issue, as it was implemented into an existing scheme.

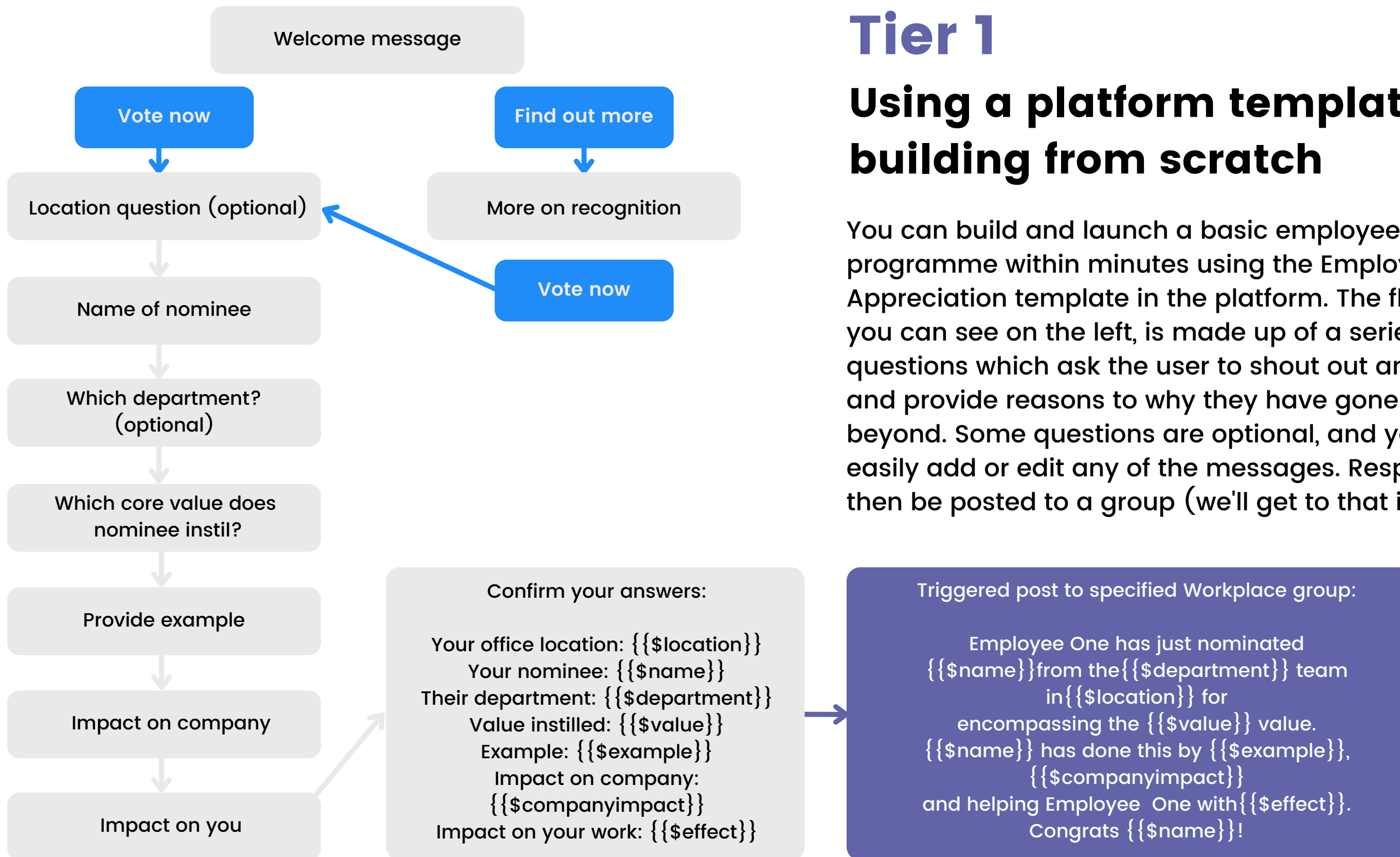


"A massive part of it is changing how people work, what we can do to help them do that, and using bots to change our culture and break down barriers between teams."

Workplace Engagement Officer
Citizens Advice

How to build your own recognition programme

We've put together three tiers of solutions, from
standard to advanced, to help you build the
perfect recognition programme



Tier 1

Using a platform template or building from scratch

You can build and launch a basic employee recognition programme within minutes using the Employee Appreciation template in the platform. The flow, which you can see on the left, is made up of a series of questions which ask the user to shout out an employee and provide reasons to why they have gone above and beyond. Some questions are optional, and you can easily add or edit any of the messages. Responses can then be posted to a group (we'll get to that in a bit!)



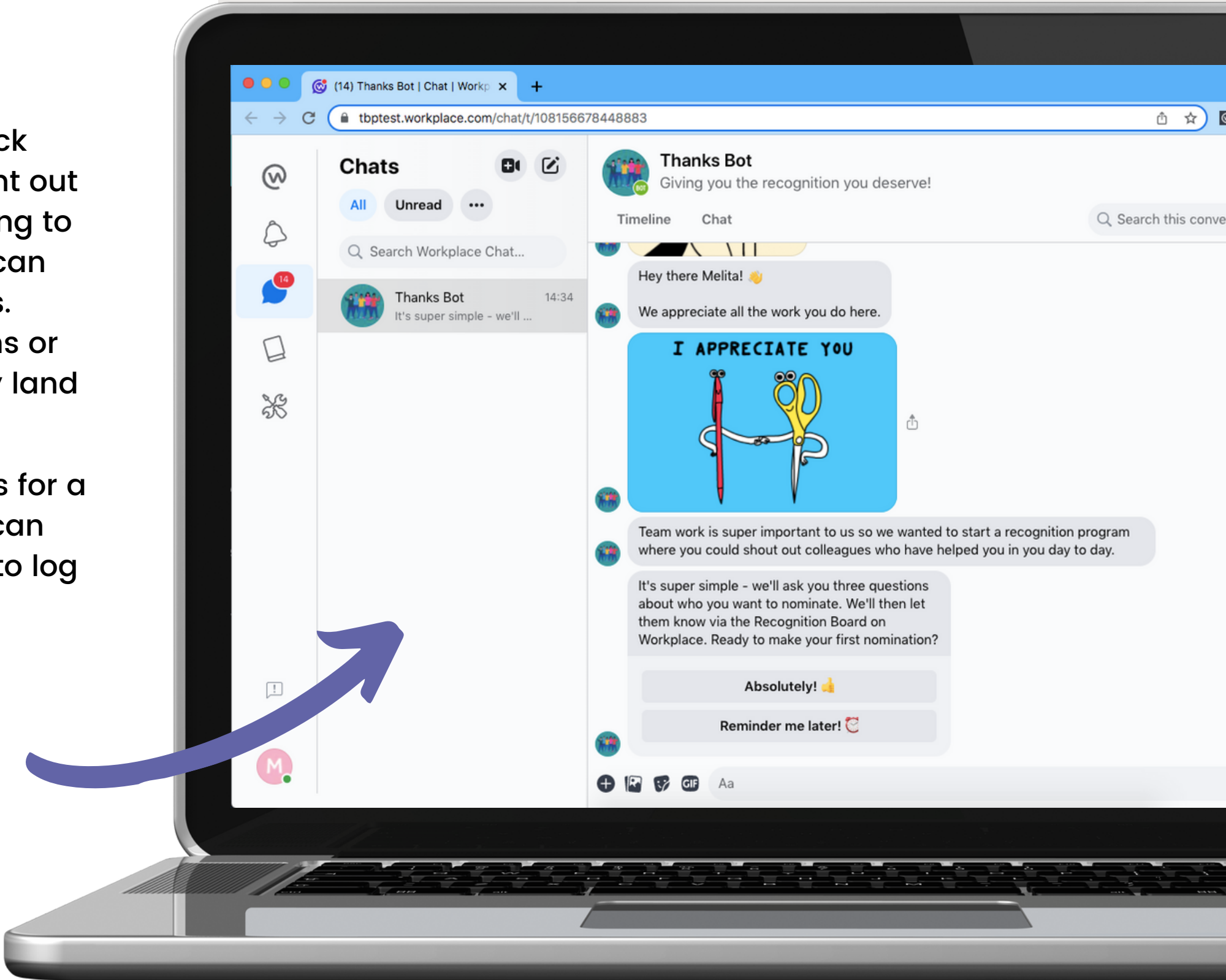
Features used:

Broadcasts

Broadcasts make reaching your bot audience quick and efficient. A broadcast is a message that is sent out to a targeted audience without the audience having to previously engage with the bot. These messages can be scheduled for specific dates, times, and groups. They are the perfect tools for launching campaigns or reminding employees to submit feedback, as they land directly in your Workplace Chat inbox.

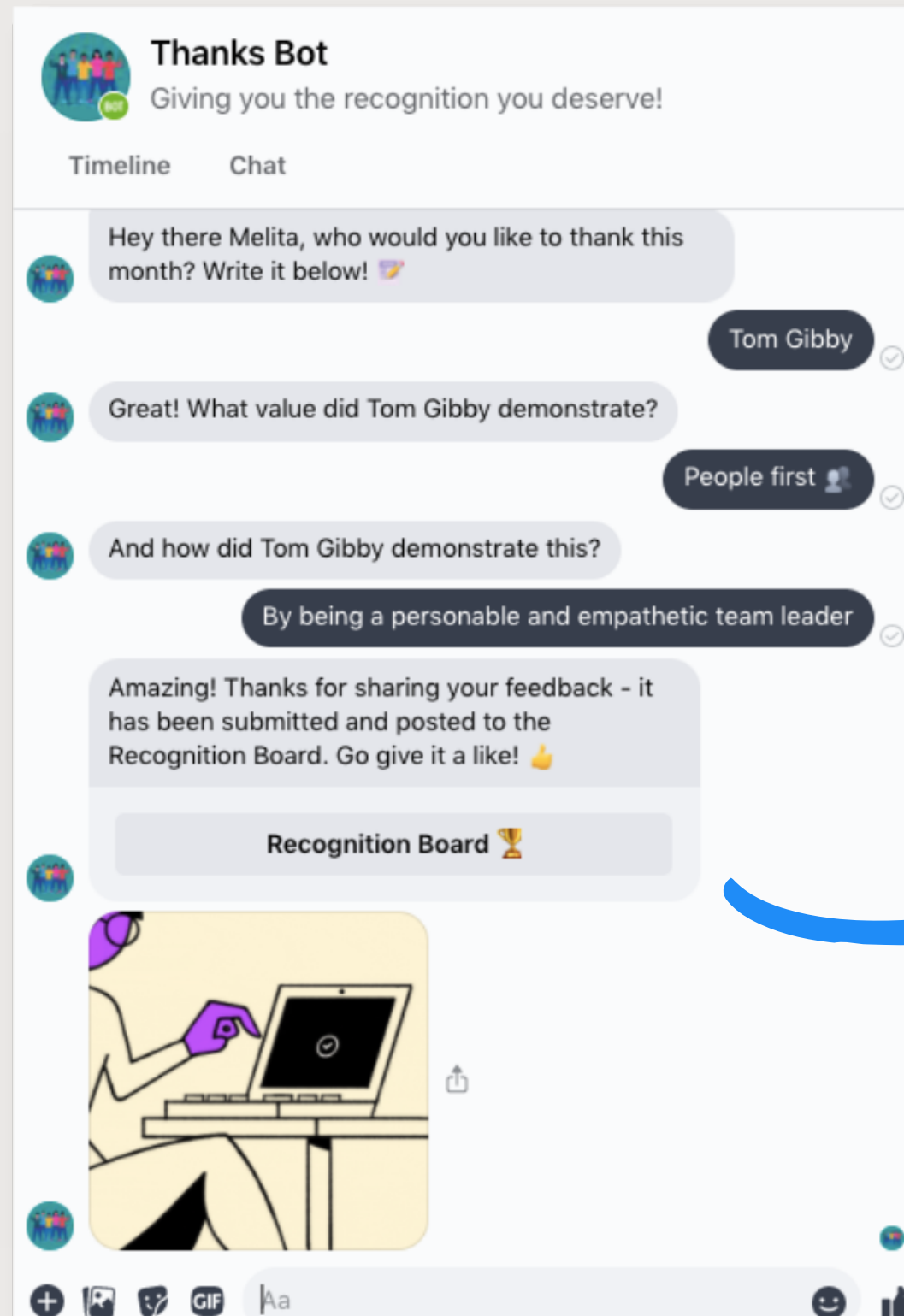
You can even set up monthly recurring broadcasts for a certain day. This automated recognition scheme can then be left to run on it's own – you will only need to log into the platform to download data if needed.

Message	Include	Exclude	Scheduled
Welcome - Who would you like to nominate?	Groups: Company Announcements	None	RECURRING 01/03/2022, 10:00



Post to group

Post to group allows you to trigger a message to be posted from a bot to a Workplace group. Specified groups can receive employee's shout outs in real time as they are triggered from a bot flow. Other employees can then react and submit their own reactions, comments or congrats. Group triggers make recognition more visible (as public praise is powerful) and drive awareness and ongoing usage of both the recognition program and Workplace itself.



Tier 2

Add images to your post using the Workplace's Group Publishing Bot

In order to post media to a group on Workplace, such as an accompanying image that references the company value or award a person is being nominated for, you'll need to use a TBP built bot and a Group Publishing bot. This acts as a more complex solution to Tier 1.

Group Publishing Bots are a Workplace tool that enable you to quickly and easily setup integrations with other tools that post content into your Workplace Groups.

By combining these two approaches, you can get the qualitative information such as the nominee, reason and extra feedback through your TBP bot, and then make your post look extra eye catching by attaching an image URL through your Group Publishing Bot.



Want to find out more about this solution? Then reach out to our Solutions Architect. You can book a session using [this link](#).



Tier 3 – Solution 1

Using middleware for more a complex employee recognition bot

An employee recognition bot built using middleware provides the following functionality:

- allows users to look up the name of the person they wish to nominate in a more detailed way
- allows the user to leave a message explaining why they have nominated that person
- creates an image with the value they have been nominated for, the name of the person and the message the user entered
- posts that image and message to a group and tags the person
- emails the person nominated to let them know who nominated them and why they have been nominated

PLEASE NOTE: You will need Integromat experience for this tutorial. We advise trying the beginners bootcamp series before attempting this tutorial series.

This tutorial is broken up into smaller tutorials so you can just add the functionality you require to your bot. Simply check out the docs on the right.

STEP 1 – LOOKING UP EMPLOYEES

This allows users to enter the name of someone they wish to nominate. The bot goes away and looks at a spreadsheet to pull back all the employees that could be the one the user meant. They then select the right person based on their full email address

[READ MORE](#)

STEP 2 – CREATING A NOMINATION IMAGE

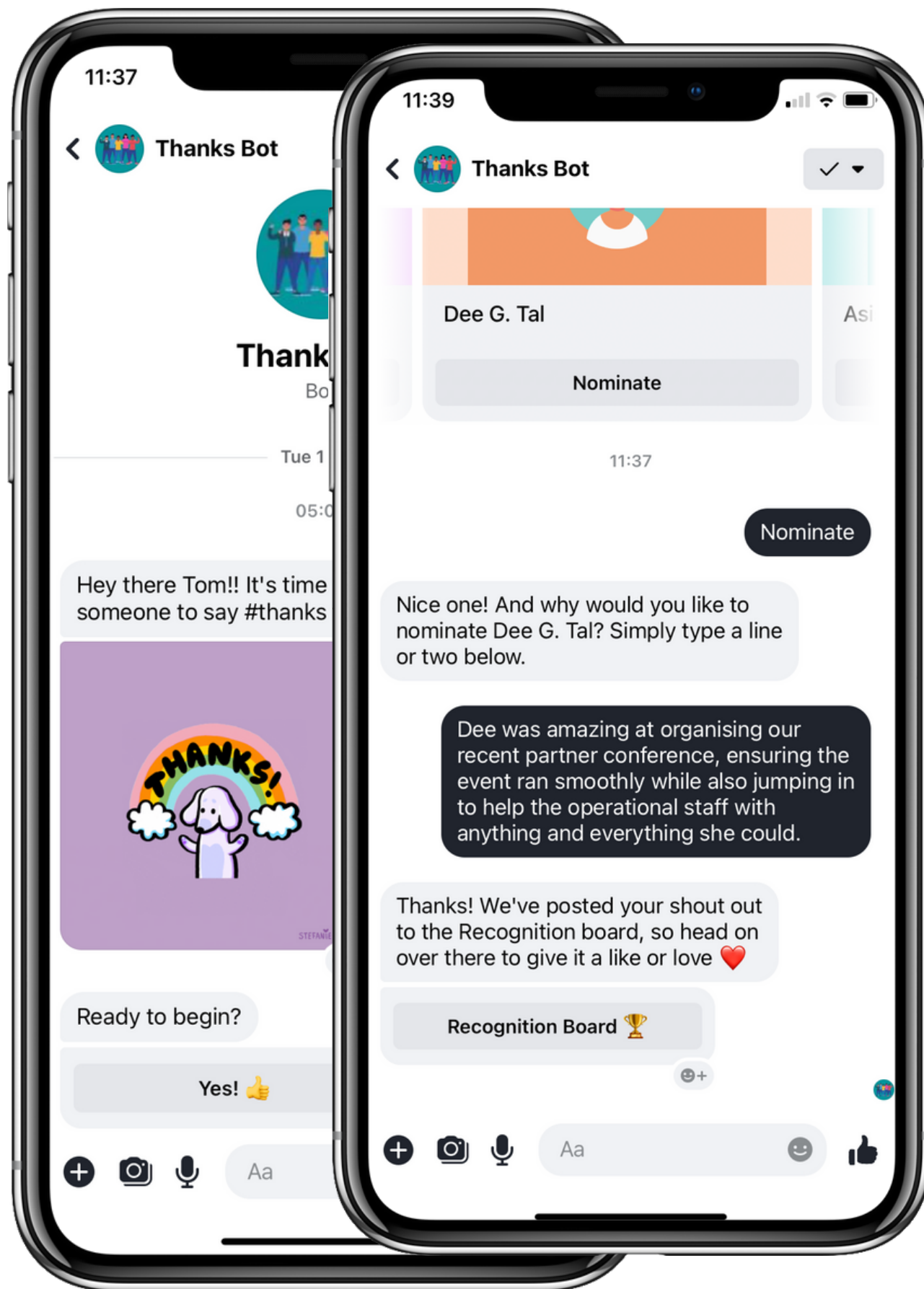
This allows users to create a personalised image that accompanies their nomination.

[READ MORE](#)

STEP 3 – POSTING TO A GROUP, TAGGING AND EMAILING

This allows the bot to post the image to a group, along with a message. It then tags the nominee and sends an email to that person.

[READ MORE](#)



Tier 3 – Solution 2

The Power Automate Recognition Flow

This is a more sophisticated version of the Tier 1 solution, as users can select nominees from a carousel within the bot. The nominees will then be tagged when the bot posts the recognition to a Workplace Group. Here's a short description of how each step works:

1) Presenting the user with a carousel of the individual people

This requires the bot to search through all of your staff for specific names and filter the results based on how you want them to match. You then need to set a unique ID of the user on the button trigger, so it can be saved to the bot ready for step 2

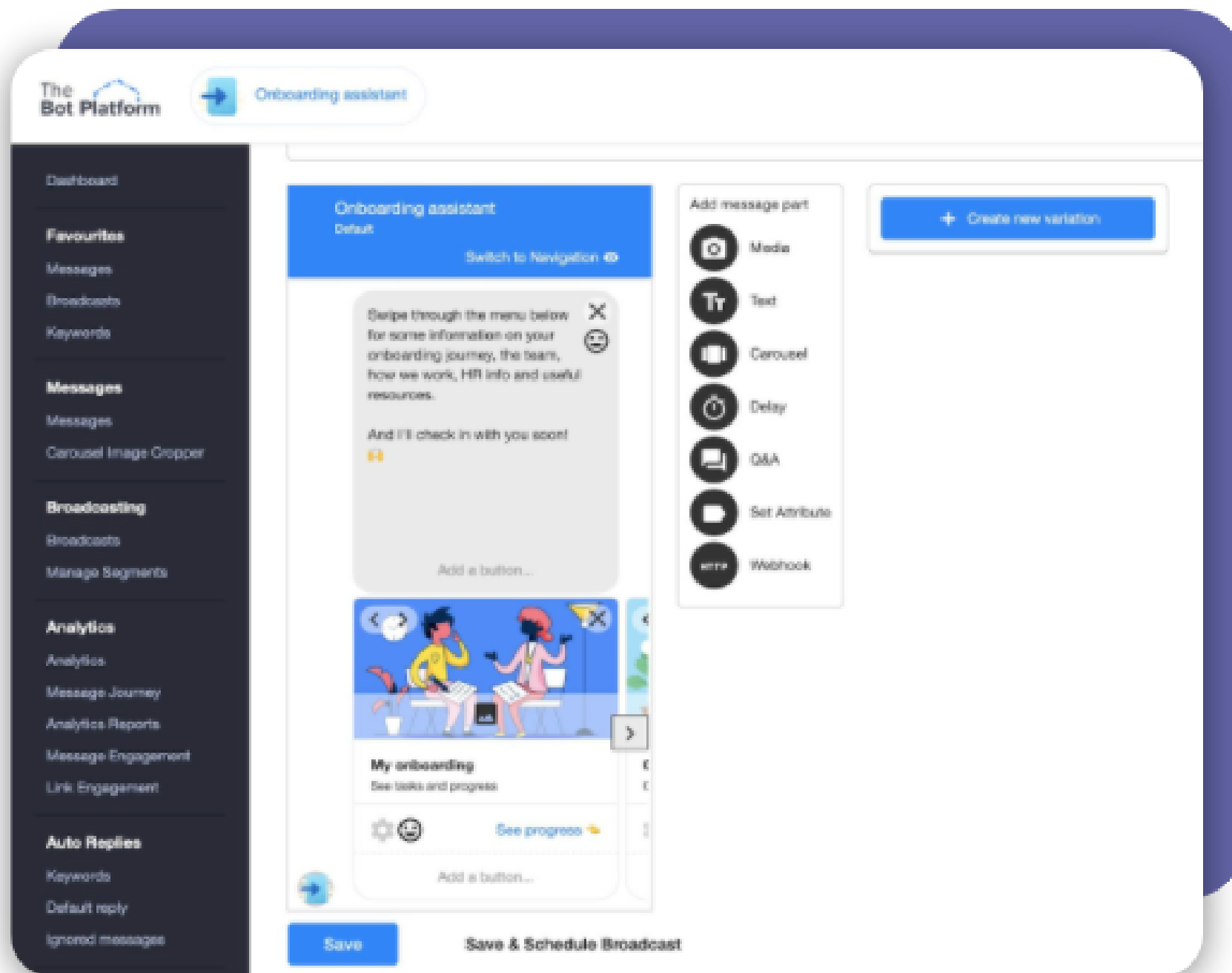
2) Posting the recognition to a group

This relies on using the nominees FBID with your power automate setup so that the nominee can be tagged and therefore notified when the group post is triggered from the bot



Want to find out more about this solution?
Then reach out to our Solutions Architect.
You can book a session using [this link](#).

Building a bot using our platform is as easy as writing a message



We've designed our flexible, no-code cloud based platform to empower business units to solve their own problems using automation.

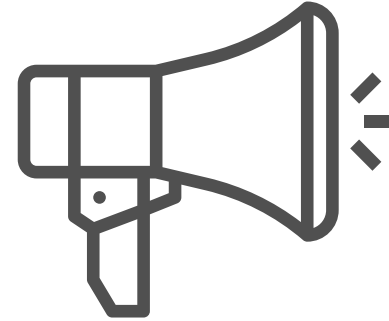
- Use a template or start from scratch
- Surveys, forms and quizzes
- Keyword triggers and auto responses
- Interactive messaging
- Announcements and broadcasts
- Rich media content
- Ignored messages analysis
- Personalised intelligence
- Flexible to enable agility
- Analytics and reporting
- Tools to drive adoption
- Integrations and APIs



Inspiration & useful resources



[Bot planning worksheet](#)



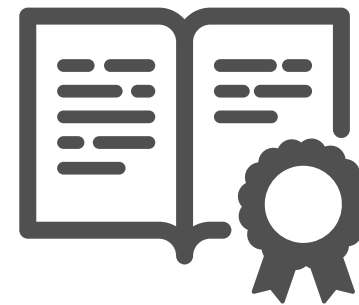
[Bot promotion tips](#)



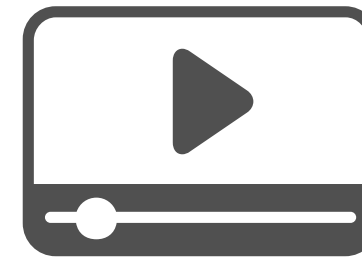
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program for your staff today**



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