



Concerned with Employee Retention? Consider Giving Service Awards!

As a manager or owner of a business, are you concerned about employee retention? If so, consider adding Service Awards to your HR tool belt. These types of awards acknowledge an employee's year(s) of service to the company. Service award programs have been proven to increase job satisfaction and improve employee retention. This is especially important when employee turnover is an issue. The cost of an awards program is small when compared to the cost of employee acquisition and training.

Starting a Service Award Program

Standard time periods for presenting awards are 1, 2, 3, 5, 10 and 20 years, but can vary depending on the type of work. For well established companies, recognition at the 1, 5, 10 and 20 year mark is perfectly appropriate. For start-ups or companies with higher than average turnover, gifts at the 1, 2, 3, 5 and 10 year mark may be necessary. Even six month awards can be useful if the typical employee lasts fewer than three months in a position.

Once you create a service awards program, maintaining it is important. Follow through shows a company's commitment to its employees. Also, add variety to your awards program. Consistency is good, but don't give the same gift each anniversary date. One idea is an award every other time period and a useful or edible gift in the alternate period.

Award Product Suggestions

Typically, more employees qualify for awards in the 1-5 year timeframe. Begin with less expensive awards and grow to more significant ones as years of service progress.

- For earlier years, acrylic awards are a great choice. Some examples include the Acrylic Ice Block, Peaked Acrylic Awards, or Diamond Oval Acrylic Awards.
- For the middle years, an award plaque would be appropriate. Examples include the Rosewood and Glass Plaque or the Custom Black Engraved Appreciation Plaque.
- For someone with 15 or more years of service, consider a crystal award such as a Loving Cup Crystal Trophy or a Triangular Cobalt Blue Engraved Vase.

Tips for Presenting Service Awards

Service awards can be given individually, at staff meetings or company functions. However, recognition must come from company leaders to be meaningful. Presentations should be made by a direct supervisor or someone higher up, such as the VP or CEO. Do not have the award sent to the person without a supervisor's direct acknowledgement.

Examples of Text for Service Awards

Below are four examples of text for service awards. These are only guidelines; be creative to capture the essence of your company.

Presented to
First & Last Name
In Appreciation of XXX Years of Service
Company Name or logo
Presentation Year or Presentation Date or Anniversary Date

Presented to
First & Last Name
In Recognition of XXX Years of Dedication and Devotion
Company Name or logo
Presentation Year or Presentation Date or Anniversary Date

Presented to
First & Last Name
In Appreciation of Your Effort and Hard Work
Towards the Success of Our Company
Company Name or logo
Presentation Year or Presentation Date or Anniversary Date

Company Name or logo
XXX Years of Service
Presented to
First & Last Name
Presentation Year or Presentation Date or Anniversary Date

Service awards programs are great tools for motivation, recognition and employee retention. Your employees deserve to be recognized in a meaningful way for the time and expertise they give to your company and that recognition will add value to your business in the form of satisfied employees!

“Wondrous is the strength of cheerfulness, and its power of endurance--the cheerful man will do more in the same time, will do it better, will preserve it longer, than the sad or sullen.” – Thomas Carlyle

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