

# Case Study

## Chelsea Groton Bank

EMPLOYEE RECOGNITION



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**Terryberry**  
recognized

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## About Chelsea Groton Bank

Chelsea Groton Bank is the largest mutual bank in Eastern Connecticut, operating 15 locations with 225 employees.

Chelsea Groton was founded in 1854, and the bank has built a trusted reputation with its community and partners over 165 years.

Chelsea Groton's vision is to be an innovative financial services company that inspires its employees, customers and communities to achieve their full potential.



### Core Values

<b>Innovative</b>	<b>Knowledgeable</b>
<b>Collaborative</b>	<b>Versatile</b>
<b>Trustworthy</b>	<b>Positive</b>
<b>Professional</b>	

## The Challenge

Chelsea Groton Bank wanted to provide staff with more recognition of day-to-day contributions. They also wanted their recognition program to reinforce their company culture and strengthen their internal brand.

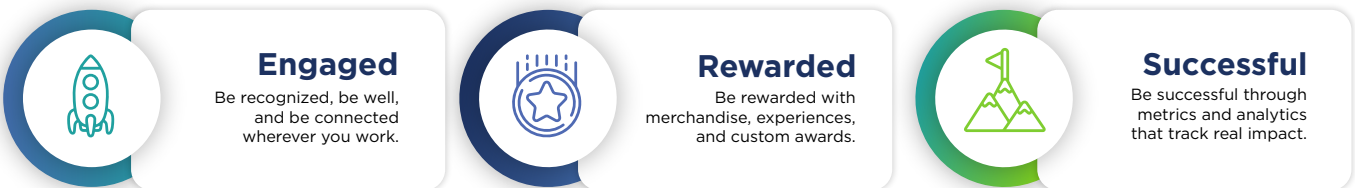
Chelsea Groton wanted to support and grow the strong workplace community they had already built up within their organization. They also wanted to expand on their existing milestone award program to include recognition for day-to-day contributions. When asked about values that drive the organization, Chelsea Groton's HR Specialist Rachel Everett listed all 7 core values without hesitation: Being Innovative, Being Collaborative, Being Trustworthy, Being Professional, Being Knowledgeable, Being Versatile, and Being Positive.

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“We honestly live and breathe those values every day, whether we’re dealing with customers or our employees,” said Everett. “We’re living by that mission and I think that’s why we’re so recognized in the community.”

To Chelsea Groton, the values and the brand are much more than a logo and tagline. They are a way of life. The objective for their employee recognition program was to recognize staff members as they live out the bank’s mission through day-to-day contributions.



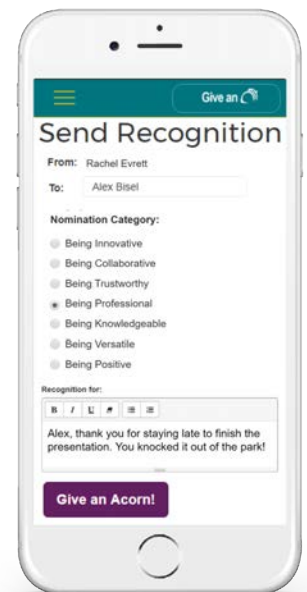
**Engaged**  
Be recognized, be well, and be connected wherever you work.

**Rewarded**  
Be rewarded with merchandise, experiences, and custom awards.

**Successful**  
Be successful through metrics and analytics that track real impact.

## The Solution

Chelsea Groton expanded their partnership with rewards and recognition provider Terryberry, adding the 360 Recognition Platform onto their existing service award program. Chelsea Groton utilized Terryberry’s modules for: Give a WOW (peer-to-peer recognition), AwardYourTeam (manager-driven recognition), Recognition Analytics, AwardPoints, AwardChoice, and Service Awards. Using Terryberry’s Banners and Buttons functionality, Chelsea Groton branded the program Chelsea Acorn Rewards and rolled out the expanded program to their staff in 2017.



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### The Results

Employee participation in the Chelsea Acorn Rewards program is **more than double** the average for financial organizations. Staff members connect daily with each other and with the bank's core values.



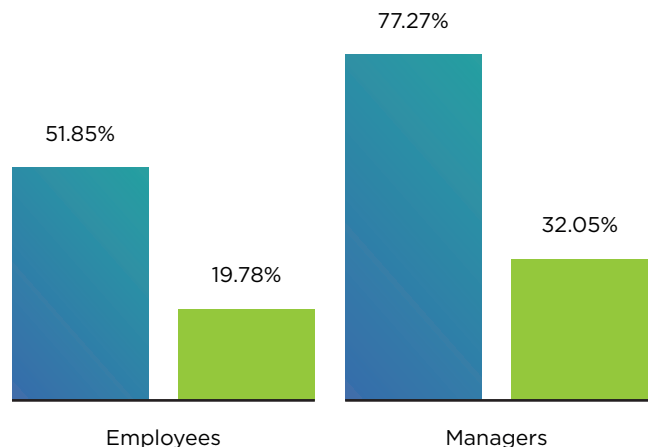
**Community is important to us.  
It's about connection.**

Evrett

Leadership is actively involved in Chelsea Groton's recognition program. "At the top level, our leaders are participating, and that trickles down to the rest of the organization," says Evrett. Employees who receive the highest level of recognition in the program - the Mighty Oak Award - attend one of the bank's senior team meetings, where the team member is recognized in front of their manager and senior leaders.

### Monthly Engagement

Chelsea Acorn Rewards participation is more than 2x industry average



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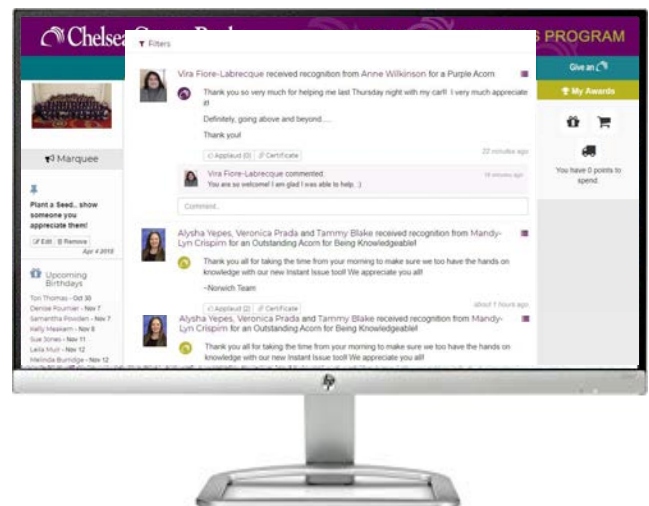
**This program gives us a chance to see how our employees are making an impact on a deeper level than we could have before.**

“Being recognized at that level makes employees feel really good, and it shows that the senior managers are keyed in,” says Evrett.

Using Terryberry’s Give a WOW module for peer-to-peer recognition, Chelsea Groton team members can give a Purple Acorn Award when they observe a coworker going above and beyond or demonstrating one of Chelsea Groton’s core values.

When an employee collects 10 Purple Acorns, they receive a Happy Squirrel-- a plush toy that employees have fun with and display with pride and even dress up for the holidays. After that, for each 10 Purple Acorns they receive, they are awarded points. Points can be collected and redeemed for luxury or lifestyle rewards from the built-in online redemption area of the site.

The social feed helps staff members stay connected across locations



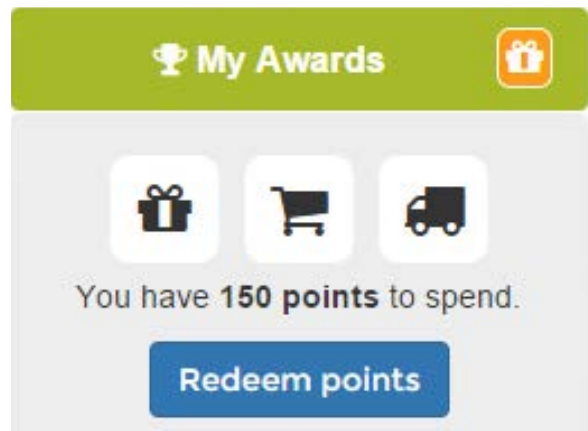
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Evrett indicates that the social platform has been effective at connecting staff across locations. Staff members in all of Chelsea Groton's 15 locations have access to the Acorn Rewards program website where they can give and receive recognition for day-to-day and major accomplishments.

"I have the opportunity - not only as an administrator - but also as a fellow employee, to log in and see what an employee at another branch did for a customer that I would never have known about if we didn't have this program," says Evrett. "This program gives us a chance to see how our employees are making an impact on a deeper level than we could have before."

Chelsea Groton's leadership has been intentional about getting feedback and direction from staff on the recognition program. Evrett indicates this open communication gives employees a sense of ownership and partnership in the success of the program.

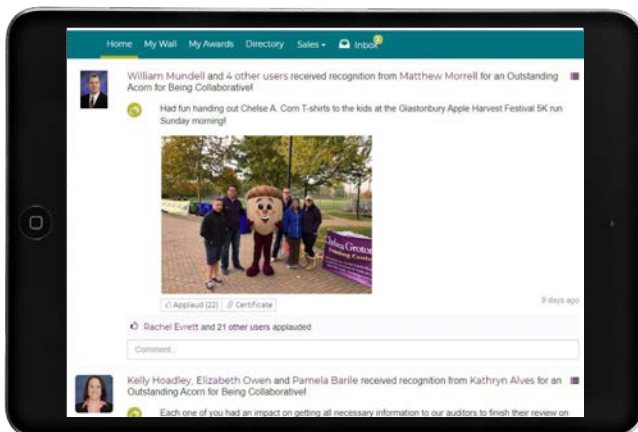


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Having the team from Terryberry behind the scenes has really helped our program succeed.



Evrett says, “Having the team from Terryberry behind the scenes has really helped our program succeed. Alex, Donna and Arvid have always been very helpful in providing anything that we ever need, whether it’s reports or research or modifications to the site. That’s another reason for the level of success that we’ve seen.”