



Rewarding & recognising excellence at Qantas



Qantas, the 'Spirit of Australia' knows that moment-by-moment individuals and teams deliver on its brand promise. Qantas is an Australian icon which believes that the RedBalloon experience gives a 'small piece' of Australia (or New Zealand for our Kiwi colleagues) to those that are recognised.

People create the customer experience. Five years ago Qantas developed its eXcel recognition program. It wanted to make sure that the people who truly shine were recognised for their contribution.

Qantas reviewed its program three years in, and decided that it wanted to ensure that it was not only maximising the return on its investment – but also that it was delivering the greatest impact for participants.

“ We have now worked with RedBalloon for a number of years and we find its team responsive and full of suggestions on how we can continue to maximise our program. RedBalloon and the Qantas eXcel recognition program have made a great team and our recipients are very pleased with the results. ”

Ian Stevens, Manager Recognition Programs, Qantas

Ian Stevens, Manager Recognition Programs, explains: 'Our program is all about recognition; noticing the difference individuals make to the customer experience. We have such a far-reaching work force, in all sorts of locations. We wanted each individual who received recognition through the eXcel recognition program to be really excited by the acknowledgement.

'Qantas is about as Australian as you get and in choosing RedBalloon by nature we are also supporting hundreds of smaller activity suppliers throughout Australia and New Zealand. We love this – we are the spirit of Australia – and supporting local businesses is a great side benefit to the program.

As part of the review Qantas chose to replace the retail gift vouchers it was using with RedBalloon experience certificates. From cooking classes to day spas, horse riding to gourmet extravaganzas – there is so much that participants can choose.

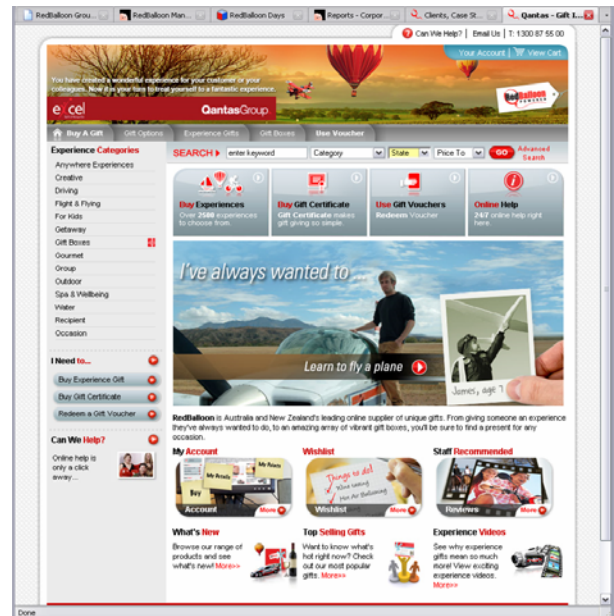
Ian continues, 'However, our selection of RedBalloon was much more than that. We wanted recipients to be truly excited with the gift, and to share with their family and friends that they had been recognised as part of the eXcel program. They can then go to our customised RedBalloon website and start imagining what they will do with the gift.'

'How people talk about Qantas as an employer is very important to us. In some ways our people are a 'media'. We take our employer brand very seriously. As you fly around the network you will notice employees wearing the small eXcel insignia badge which means they have been the recipient of an eXcel award. The question we ask when meeting one of these winners is, "what did you do to win your award and what experience did you choose?" The responses are so varied; it creates a fun conversation.'

'From time to time people share with us the photographs and specific details of their chosen experience – this gives us great content for our internal communications... and when other employees read this, it further brings the program to light for us.'

Each year Qantas recognises more than 1,000 people throughout its organisation. It has coordinators at a local level who keep the program fresh, interesting and inspiring locally – capturing the stories of participants' experiences and sharing them with others.

The program is both peer to peer nominated, but also customer nominated. Customers can go to qantas.com and nominate a person for recognition via the eXcel recognition program if they wish to share the story of the difference that a Qantas employee(s) made to them. It is often customers who see more than anyone the spirit which makes Qantas such a great airline.



RedBalloon created a co-branded website for the Qantas eXcel Program including the logo on all printed gift vouchers.

About RedBalloon for Corporate

RedBalloon Corporate transforms workplace cultures through Employee Engagement, Incentive and Reward and Recognition Programs. Using RedBalloon's unique resource of over 2500 amazing experiences in Australia and New Zealand they specialise in creating attachments between employees and their employer.

Contact our Corporate Team today:

Phone 1300 850 940 or email matt@redballoon.com.au

For more Case Studies visit:

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