

# Recognizing People of the Pineapple

## Abundantly Case Study



In today's fast-paced world of senior living and memory care, employee engagement is paramount for providing exceptional care and maintaining high-quality services. However, many providers struggle to find effective ways to engage their staff members while also recognizing their contributions and providing meaningful rewards. Let's explore how Commonwealth Senior Living (CSL) addressed their challenges by implementing a comprehensive engagement and recognition platform and service.






Commonwealth Senior Living (CSL) is on a mission to enhance the lives of their residents, their families and each other. Located on the East Coast, CSL offers independent living, assisted living, and memory care services across over 40 communities in six states. They emphasize personalized care and support, guided by its core values of compassion, accountability, passion, communication, ownership, and respect. In addition to being listed as a “Great Place to Work” CSL is always on a mission to enhance the lives of their residents and associates. The CSL HR team of Tommy Comer (CHRO), Amber Turner (VP of HR), and Marybeth Showalter (VP of Training Systems) undertook their next project to better engage CSL’s employees. This is their study that demonstrates the transformative impact of prioritizing employee recognition in delivering high-quality care services

## the Challenge

*For the team at CSL, traditional recognition methods often fail to capture realtime achievements and foster an ongoing culture of appreciation. Despite acknowledging the significance of employee engagement, Commonwealth Senior Living faced several challenges:*



-  Lack of a centralized platform for communication and recognition: Communication among staff members was fragmented, making it difficult to foster a sense of community and acknowledge employee contributions effectively.
-  Limited resources for employee recognition and rewards: The CSL lacked a structured system for recognizing and rewarding employees, leading to an unknown level of motivation and morale among staff.
-  Difficulty in measuring engagement: Without proper tools and metrics, the client struggled to assess the level of engagement among their communities and identify areas for improvement.



# the Solution

CSL initiated the creation of Pineapple People Praise to address the need for a dynamic, inclusive, and engaging recognition platform that aligns with their core values and enhances overall community wellbeing. To address their need, CSL sought a comprehensive engagement, rewards and recognition platform and service that could provide:



**Centralized Communication:** A platform that would enable seamless communication among staff members, allowing them to share updates, celebrate achievements, and connect with each other regardless of their location. As Marybeth said of their situation, "there are too many places to go."



**Recognition and Rewards:** A system for recognizing employee contributions in real-time and providing meaningful (simple and substantive) rewards to incentivize continued engagement and performance.



**Engagement Analytics:** Tools to measure employee engagement levels, identify trends, and gather feedback to continuously improve the work environment. The need to track and adjust was a core belief in how CSL approached the program.

After extensive research and evaluation, the client partnered with Abundantly, a leading provider of employee engagement and recognition solutions.



*When employees feel **recognized and appreciated** for their hard work and contributions, they are more likely to feel **valued and invested in their job**. This can lead to increased job satisfaction, improved productivity, and decreased turnover rates.*

# Methodology

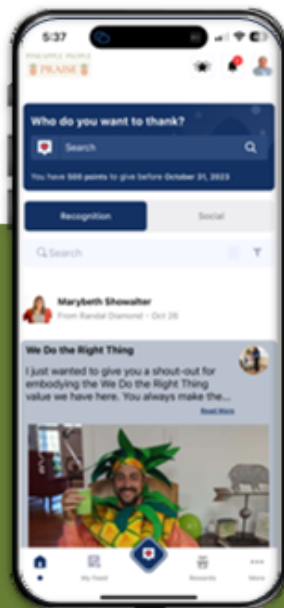
The Abundantly employee recognition program is designed to be **simple and accessible for all employees**. As Commonwealth Senior Living communicated their needs and their organization's structure, Abundantly listened and configured a specialized solution. Abundantly's client engagement manager led the CSL team through the implementation process, which included software customized to include personalized branding, e-cards, and bespoke visual designs. CSL helped the Abundantly team understand the diversity of their employees and the need for inclusivity. Together, the **Pineapple People Praise** program was launched.



## We celebrate **success**

Welcome to Pineapple People Praise. As you know, Commonwealth's Core Values outline the key elements and actions that will ensure resident satisfaction and the success of our communities and our organization.

With this new toolset, you can connect with your community in many new ways. From receiving the praise of your peers to earning points towards rewards when being recognized for giving that extra effort. Additionally, you'll be able to stay up to date on all the fun in your community with a social feed that houses announcements, an event calendar, and many other opportunities to be "in the know," regardless of what shift you work or type of job you perform on behalf of our Residents.



## WE CELEBRATE CAREERS!



Mark Your Work Anniversary with Bonus Points  
**Let's Celebrate!**

1 Year to 4 Years	=	100 points each year
5 Years to 9 years	=	200 points each year
10 Years and beyond	=	500 points each year

Earn bonus points and rewards to show our appreciation

## The implementation process involved several key steps:

1

### **Needs Assessment**

Abundantly conducted a thorough assessment of the client's needs and existing challenges to tailor the solution accordingly. The comprehensive assessment took into consideration CSL's value proposition to their residents, their staff needs and aspirations, the budgeting limitations, and included CSL's social giving programs.

2

### **Platform Customization**

The Abundantly platform was customized to align with the client's branding, core values, organizational structure, and specific requirements, ensuring seamless integration with existing HRIS system and workflows.

3

### **Training and Onboarding**

Comprehensive training sessions were conducted for executives, executive directors, managers and staff members to familiarize them with the platform's features and best practices for engagement and recognition.

4

### **Launch and Rollout**

The platform was launched across all communities, accompanied by a communication strategy to encourage adoption and participation among employees beginning with onboarding at new hire orientation. In the package of training materials, Abundantly created a customized video to be shared with new hires to introduce them to the platform.

# Results

Commonwealth Senior Living's steadfast implementation of the engagement platform yielded significant results for their communities:

## Improved Communication

The centralized platform facilitated **better communication among staff members**, leading to increased collaboration, knowledge sharing, and a **stronger sense of community**. CSL emerged from a one-way notification system to a multi-directional messaging community.

Abundantly's usability similar to other familiar consumer apps made staff easily adopt the platform.

For users that were "stuck" composing a recognition message the Abundantly AI assisted them seamlessly. As an executive director put it, "this is really cool."

## Enhanced Recognition

Employees felt more valued and appreciated as their contributions were acknowledged publicly and in real-time, boosting morale and motivation. CSL innate sense of community to their staff and residents was boosted by Abundantly's cohesive platform for sharing praise across communities. As Tommy stated, "**from small daily tasks to significant accomplishments, PPP ensures every effort is recognized and appreciated.**"

In addition to service anniversary and birthdays announcements, staff filled the CSL recognition feed with positive people elevating messages that resonated across the organization.

The pinnacle for CSL was to create peer-to-peer recognition. Abundantly delivered that in the first 30 days.

## Increased Engagement

Engagement metrics showed a measurable increase in employee satisfaction and engagement levels, resulting in higher retention rates and improved resident outcomes. CSL's HR team's constant support coupled with Abundantly's client success team actively engaged each location and accomplished an **80% adoption rate** in 5 months.

Key Learning: The rollout of CSL's Pineapple People Praise program was a strong collaboration between CSL's HR and the Abundantly teams with a structured implementation package that includes timelines, milestones and communication assets.

Integrated appreciation points with various employee workflows (including monthly employee pulse surveys) created a comprehensive recognition ecosystem

## Data-Driven Insights

Commonwealth gained valuable insights into **employee sentiment** and engagement trends, allowing them to make informed decisions and continuously improve their workplace culture. As CSL monitored adoption of their Pineapple People Praise program they were able to support struggling locations to cumulative lift their overall Happiness index **20%**.

CSL focused on the analytics found in Abundantly's admin tools not only helped program adoption it also provided insights into the needs of their staff based on their Amazon reward redemptions.

"Hey Tina, just wanted to take a moment to thank you for everything you do for our staff and residents. Your hard work and dedication exemplify our core value of We Care About People. Keep up the amazing work!"

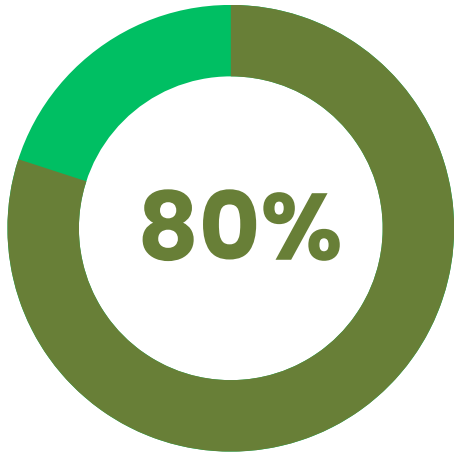


**.51**

*Recognition per Employee Ratio*

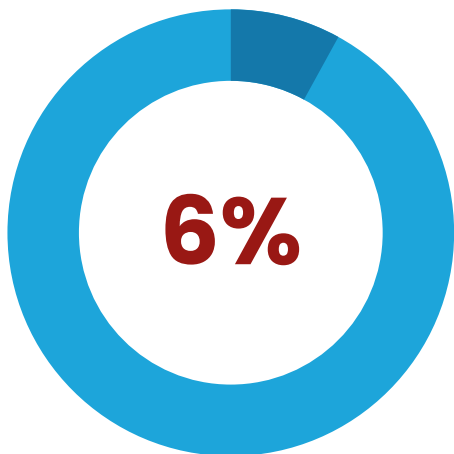
**1,251** recognition experiences per month on average

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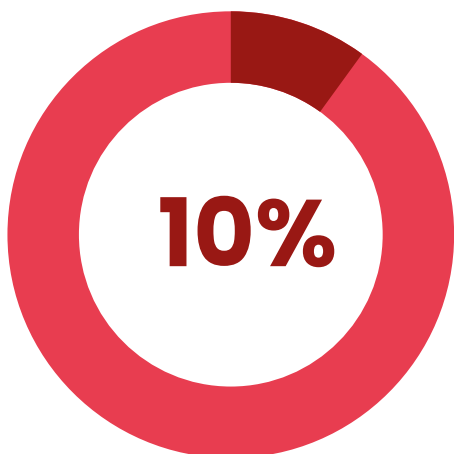
**80%** employee engagement in 5 months

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**6%** improvement in employee satisfaction

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**10%** reduction in turnover rates

*With the Pineapple People Praise program, employees feel more valued and engaged*

*-Tommy Comer CHRO*



# Conclusion

By championing a comprehensive engagement and recognition solution, Commonwealth Senior Living was able to overcome the challenges of employee engagement in the senior living and memory care industry. Through improved communication, recognition, and engagement, they fostered a positive work environment where employees felt valued and motivated to provide exceptional care to residents. For the CSL staff it was going from **“having a bad day to a day filled with positivity.”** Their investment in Abundantly was making genuine appreciation a habit. CSL’s program encourages a culture of appreciation that extends beyond the workplace, involving residents and their families in celebrations of success.



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*engage appreciate reward*

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