

WorldatWork®

# Total Rewards

'24 Cincinnati  
May 20-22

## How an Impactful Employee Recognition Program Deepened White Castle's Employee Engagement



Theresa Harkins-  
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SVP of Customer Experience &  
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# Speakers



**Theresa Harkins-  
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SVP of Customer Experience &  
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**Chip Stalter**

Director of Compensation and  
Business Services | White Castle



### About White Castle

In 1921, our founder, Billy Ingram turned \$700 and one simple idea – “happy employees make happy customers” – into one of America’s great success stories. Nearly a century has passed since the first White Castle restaurant opened in Wichita, Kansas. A lot has changed since then. Today, almost 10,000 team members happily create memorable moments, by sharing our world-famous Sliders with a nation of Craver, from nearly 400 White Castles across the country.

But much has stayed the same. At White Castle, our company and **our culture** are and aim always to be:



#### **FAMILY-OWNED**

Nine fourth-generation family members still lead our business today



#### **AWARD-WINNING**

Proud recipients of the People Report Best Practices Award (multiple years), recognizing superior performance amongst member restaurant companies



#### **SOCIALLY-RESPONSIBLE**

Strongly committed to **diversity** and **sustainability**



#### **COMMUNITY-MINDED**

Dedicated to improving the areas where we live, work and serve by pledging our time and talents to make a difference in the lives of others



#### **TEAM MEMBER-FRIENDLY**

Doing everything we can to help our team members thrive personally and professionally, including resources like our Castle Shares Relief Program and the **Ingram-White Castle Team Member Scholarship**





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Great  
Place  
To  
Work<sup>®</sup>

Certified

APR 2023-APR 2024

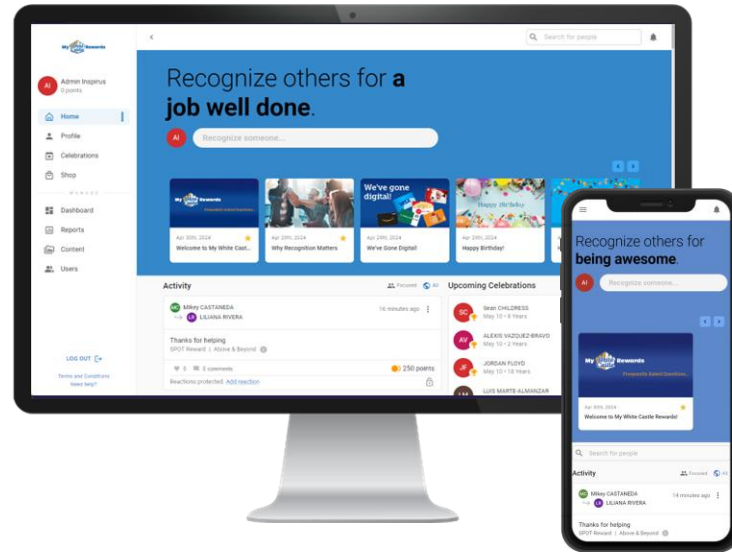
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# White Castle Partnered with Inspirus to Implement Connects

- Recognize and celebrate employees, distribute company-wide communications and build community all in one, easy-to-use, centralized platform
- Familiar, intuitive interface is mobile friendly
- Different needs and budgets solutions are designed to fit



# Recognition Acknowledges Contributions and Fulfills Sense of Purpose

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## Service Anniversaries

Honoring employees for their annual contributions makes them feel valued and that their purpose is aligned to the company mission.

## Peer-to-Peer Recognition

Recognition from peers is often more powerful and meaningful than from a direct manager or leadership.

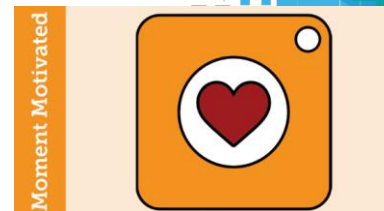
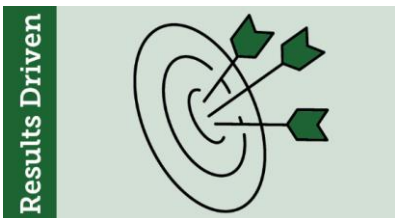
## Values-Based Recognition

Recognize employees who live the company values – they set an example for all employees!

## Birthday and Life Occasions

Recognizing all the moments that matter shows employees you care about their well-being.

# White Castle Values



**WHITE CASTLE VALUES:**  
FAMILY INCLUSIVE, MOMENT MOTIVATED AND RESULTS DRIVEN WITH A CONTINUOUS CRAVE

I'm Results Driven; I enjoy a challenge and I crave to exceed all my goals. And I'm Moment Motivated, because I love making memorable moments for the team, our customers, my family and myself! Each day is a day to make someone smile!

Favorite Menu Item: The Original Slider

**Kytina Lockhart** | General Manager, Louisville



**WHITE CASTLE VALUES:**  
FAMILY INCLUSIVE, MOMENT MOTIVATED AND RESULTS DRIVEN WITH A CONTINUOUS CRAVE

Family Inclusive! This that was how my very first day was: being treated like family. I've always remembered that, and I pay that forward and treat everyone that same way. It makes a difference in not just being a place of work but being a Great Place to Work\*.

Favorite Menu Item: Cheese Slider with Honey Mustard - the best!!!

**Haskell Wallace** | District Supervisor, New Jersey



**WHITE CASTLE VALUES:**  
FAMILY INCLUSIVE, MOMENT MOTIVATED AND RESULTS DRIVEN WITH A CONTINUOUS CRAVE

There are many reasons I like working at White Castle, but my number-one reason is because I love the people. We are a big family at White Castle. The relationships and friendships I have made over the years are a big reason why I like working at White Castle. I enjoy and take pride in creating memorable moments every day and feel it's important to celebrate our personal and teams' successes, big or small. A happy team equals happy customers which helps contribute to the company's success.

Favorite Menu Item: Jalapeño Slider with extra pickles

**Dianna Williams** | District Supervisor



# Communication Keeps Employees Connected and Feeling Valued

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## Spotlights

Regularly communicating news and initiatives keeps employees informed and connected to each other and the company.

## Shortcuts

Live links to important communications that live across an organization's broader network.

## Employee Feedback Surveys

"Always on" anonymous pulse surveys and additional feedback surveys gather employee sentiment and insights to help drive strategy.

## Integrates with Everyday Tools

Allows organizations to broaden the reach of their recognition activity by communicating Connects activity.



Achieved  
**100%**  
Scores Quality



SUCCESS STORY **White Castle**

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## Measuring performance in multiple divisions drives consistency

### Challenge

White Castle, generally credited as the first fast food chain in the United States, needed a reward and recognition program that measured team member performance from different divisions using various tools, and then incorporate that data into one tool. White Castle's aim was to offer a vast selection of rewards through one centralized site that supported their various program needs.

### Solution

R.O.C.K. (Royal Order of Crave Keepers) the Castle Games was a fun contest created to foster team culture and motivate team members to create memorable moments all year long. The program measured team member success in eleven categories and awarded points to team members based on performance in each category. The points could be redeemed from a vast selection of rewards, all from one managed platform.

### Results

In addition to 100% Quality scores, team members met all goals in Accuracy, Friendliness, Customer Satisfaction and Safety categories. Program participation increased 75%, building team culture and boosting consistent service and quality while recognizing employees' contributions. The bottom line: sales increased 89% in 90 days.



# We Believe in the Power of People

Averaging  
**6,500,000**  
recognition touches  
per year to client's  
teammates

**98%**  
overall satisfaction  
with partnership in  
recent Client  
Experience Survey

- For 130+ years, a **trusted global leader** in rewards, recognition, and employee engagement.
- Inspirus delivers comprehensive solutions that help businesses **drive positive business outcomes** by fostering a culture of employee engagement through recognition.
- An **intuitive, simple, employee experience** promotes Peer-to-Peer social recognition and meaningful connections with robust administrative reporting.
- Our **continuous product innovation** leverages customer feedback and market trends.
- Featuring **best-in-class client support** and award-winning client satisfaction with over **97% customer retention rate** and boasts a **70 Net Promoter Score (NPS)**.
- Recognized by Everest Group as a **star performer** and **major contender** in the 2023 Rewards and Recognition Solutions PEAK Matrix.
- Offering **USA based** – with **global reach**
- We are a **true partner**



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