

GOintegro

Success Case | Chubb Latin America

The company

CHUBB

Chubb Latin America is the largest commercial insurance company in the U.S. and one of the largest in Mexico. With operations in more than 54 countries, Chubb Latin America is responsible for insuring property as well as civil, commercial and personal liability. It offers life insurance, personal accident insurance, supplemental health insurance, and reinsurance to a diverse group of clients.

Being a subscription company, the multinational is committed to assume, manage and advise about insurance risks with vision and discipline, as well as to comply promptly and equitably to payment claims.



The challenge

In response to the results obtained with the internal survey, Chubb Latin America's HR team developed a plan focused on enhancing and strengthening their recognition's culture throughout the company, in order to positively impact their employees' experience. Their HR department knew that, and to increase participation rates within the company, they needed to expand the reach and flexibility of their initial program. Therefore, they started out by identifying the main values, attitudes, competencies and results they wanted to promote within employee conduct, ensuring these were aligned with the organization's goals. Once these were identified, the team was able to determine the type of recognition programs they were to offer now.



The challenge

✓
Well-being
Experience

✓
Engagement
Experience

✓
Recognition
Experience

✓
Communications
Experience

In 2018, Chubb Latin America adopted GOintegro's Recognition Experience to manage all recognition programs in an innovative and real time way. Under the name of "Chubb Recognition Awards," the HR team used GOintegro's platform to reinforce the culture of recognition and appreciation within the organization, carrying out two types of programs:

Bronze, Silver and Gold Awards:

This is a top-down recognition program, where every leader of the organization has a set of points assigned to them, depending on their level of responsibility. For example, Country Managers have a higher number of points than first line managers.



Each leader can award fixed recognition points to employees that stand out for the results they achieved during their work, as well as the values they showed while performing them; regardless of their geographic location, the work team they belong to, and other factors. The accumulation of points is what determines the amount of money the employee will finally be able to redeem. This program is carried out annually.

Thank you:

This is a peer-to-peer recognition program. It consists of an appreciation message that, even though it is not associated directly with the redeemable points, allows the organization to promote an appreciation culture within the company.



The Results

Chubb Latin America's HR team found in GOintegro the technological ally they needed, since positive integration within the Company's culture was facilitated and a natural adoption by all of its employees was achieved with the platform's features.

With Gointegro's Recognition Experience, the HR team was able to strengthen the values of the organization and respond to employees' need for recognition, in a practical, transversal and fun way.



The results demonstrated the program's success.
By the end of 2018, the initiative delivered:

☆ More than 4.000 appreciation notes.

🏆 2.500 recognitions.

🏆 10.800 prize redemptions.

In other words, through the program implementation, Chubb was able to double their recognition participation rates, just one year after starting the "Chubb Recognition Awards" with GOintegro's technology. By offering a more inclusive, flexible, easy-to-use program that also provided a better employee experience, high participation came as a result. At the end of the year, Chubb Latin America went from a 17% recognition rate to 34%.

Why GOintegro?

“ At Chubb Latin America, we are very proud of the Chubb Recognition Awards, since it's a simple and practical way to acknowledge our employees' work at a regional level (9 countries). ”



Vanessa Hidalgo
Regional Talent Director
Chubb LatAm.

“ The simple act of thanking and recognizing our employees has a significant impact on them, making them feel valued and motivated to keep on doing their best. ” ”



Mariana Arce
Learning & Development
Manager
Chubb LatAm.

An Employee Experience platform, to strengthen the organization's culture and employee's well-being.

More than 450 companies, from 100 to 100,000 employees, use GOintegro every day to make employees' lives better.

gointegro.com