

# Solution Provider Profile

## Achievers



### Company At-a-Glance

**2002**  
Year Founded

**600+**  
Number of Employees

**5 Million**  
Total End Users

**Website**  
[www.achievers.com](http://www.achievers.com)

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**Name of  
Product/Services  
Offered**

Recognition & Rewards Software — Recognize™, Reward™, Celebrate™, plus Communications, Employee Connections, Voice of Employee, Pulse Surveys and External Recognition

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**Headquarters**

Toronto, Ontario, Canada (with offices in the US, UK and Australia)

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**Geographic Coverage**

Global

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**Top Customers**

Workday, Scotiabank, GM, CVS Health, Panasonic

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# Achievers

## Overview and Value Proposition

Achievers is a global leader in employee recognition and reward software and the world's most utilized platform in the category. Supporting nearly 5 million employees across 164 countries, Achievers empowers organizations to drive higher engagement, retention and performance. Notable customers include General Motors, Meijer, Workday and Kellanova.

Achievers leads the industry in recognition frequency, driving twice the engagement compared to other solution providers. Customers who adopt advanced features and programs see up to 5 times greater impact on key business drivers like engagement, productivity and retention.

Achievers seamlessly integrates into the flow of work, delivering recognition directly within everyday tools like Microsoft Teams, Outlook, Workday, Slack, SAP and more. By acting as the connective tissue across your HR tech stack, we enhance engagement, streamline workflows and transform data into meaningful action, creating a connected ecosystem that drives efficiency and alignment across the organization. Achievers is available on web, mobile app, or tablet to ensure your employees can access the platform whenever or wherever they are.

With millions of recognition moments captured, Achievers generates the richest behavioral insights in the industry with twice as much as any other provider. These insights not only reveal key behaviors, skills and team dynamics, but also fuel twice the usage compared to other platforms, as organizations invest in data-driven strategies that drive smarter decisions and stronger business outcomes.

Backed by a comprehensive success and support model, Achievers' dedicated Customer Strategy Team drives program outcomes with thousands of proven campaigns, layered account management and access to exclusive communities and workforce science. Achievers offers 24/7 global support in 200+ languages across phone, chat and email, with an industry-leading CSAT and response times.

Achievers offers flexible reporting and insights through real-time data access, customizable dashboards and enhanced admin permissions. Achievers delivers the largest depth and breadth of R&R data, empowering administrators and managers to uncover behavioral insights and drive strategic decisions.

## Modules & Features    Descriptions

### **Recognize™**

Achievers' core social recognition engine enables peer-to-peer, manager and values-based recognition embedded directly in daily workflows. Achievers customers send an average of 14 recognitions per employee per year, compared to an industry average of three, and nearly three-quarters of that recognition is non-monetary.

### **Reward™**

A best-in-class global rewards marketplace lets employees redeem points for merchandise, prepaid cards, gift cards, concierge experiences and more, with personalized recommendations and localized catalogs across geographies.

### **Celebrate™**

Marks meaningful moments across the employee journey, including work anniversaries, birthdays and life events, with shareable digital celebrations that invite peers and managers to participate

### **Achievers Intelligence**

Transforms continuous, peer-generated recognition activity into workforce insight unavailable from any other source, surfacing skills, contribution patterns and team dynamics that HRIS systems and performance reviews routinely miss

## Modules & Features

## Descriptions

### Workday Integration

As Workday's named recognition and rewards provider and highest-tier Innovation Partner, Achievers maintains five certified integrations spanning Core HR, Talent Optimization, Payroll, Learning and Skills Cloud, plus a jointly built Workday Recognition provided by Achievers offering available directly through the Workday Marketplace.

### Flow-of-Work Integrations

Certified integrations with Microsoft Teams, Outlook, SharePoint, Viva, Copilot and Slack keep recognition inside the tools employees already use rather than requiring a separate destination.

### Guided Experiences

Embedded AI makes every recognition moment smarter and faster through guided recognition prompts, real-time writing guidance and tailored recommendations that help appreciation happen in the moment.

### Workforce Insights

Built on Model Context Protocol, purpose-built agents turn behavioral signals into enterprise action, executing workflows automatically and running recognition intelligence as a native skill inside tools such as Workday and Copilot.

### Connected Ecosystem

Put workforce intelligence to work, driving action and surfacing insights across every system.

## AI-Powered Capabilities

Achievers embeds AI across its recognition platform to make every recognition moment faster, more meaningful and more consistent. Rather than relying on managers and peers to know when and how to recognize, the platform surfaces guided prompts, real-time writing assistance and tailored recommendations that help appreciation happen in the moment rather than after it has passed.

### **Use cases include:**

- Guided recognition prompts that surface the right moment to recognize based on individual and team activity patterns.
- Real-time writing assistance that helps managers craft specific, values-linked recognition rather than generic praise.
- Tailored reward and recognition recommendations calibrated to individual employee preferences and redemption history.
- Smart nudges that close recognition gaps across teams, managers and geographies before they affect engagement scores.

## Achievers Intelligence

Achievers Intelligence transforms continuous, peer-generated recognition activity into workforce insight that no HRIS, performance system or survey tool can replicate. Because recognition data is behavioural, continuous and peer-validated rather than manager-reported or periodic, it surfaces the skills, collaboration patterns and contribution signals that structured systems routinely miss.

### **Use cases include:**

- People Intelligence dashboards giving managers a real-time, peer-validated view of how their teams actually work and which behaviors drive outcomes.
- Program Intelligence analytics tying recognition activity to measurable ROI on engagement, retention and productivity for HR leaders and administrators.
- Early detection of disengagement signals through recognition frequency and sentiment patterns, enabling prescriptive action before attrition risk escalates.
- Skills surfacing that reveals demonstrated competencies through peer recognition tags, feeding directly into workforce planning and talent decisions.

## Agentic Experience

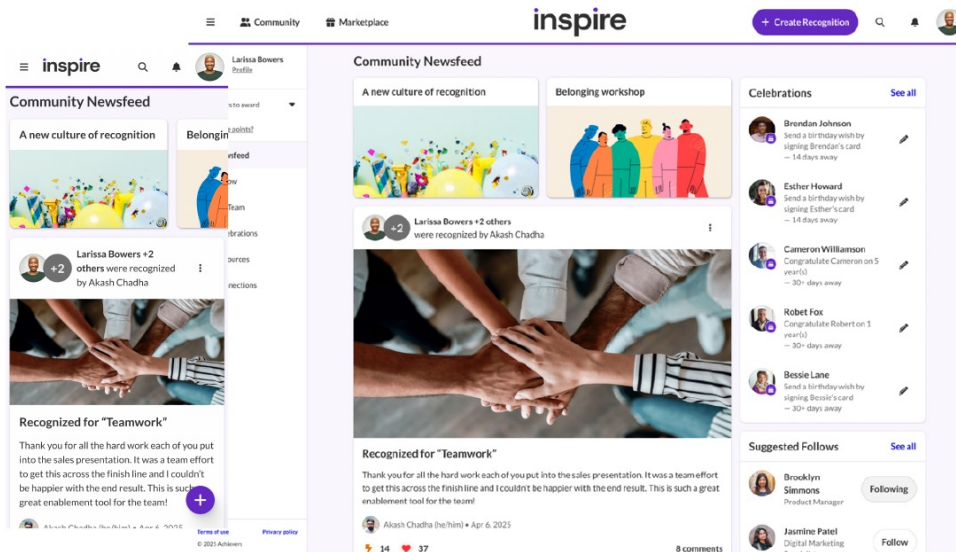
Built on Model Context Protocol, Achievers' agentic layer turns behavioural recognition signals into enterprise action. Purpose-built agents execute recognition workflows automatically and surface recognition intelligence as a native skill inside the tools employees already use every day, eliminating the friction of a separate destination system.

### Use cases include:

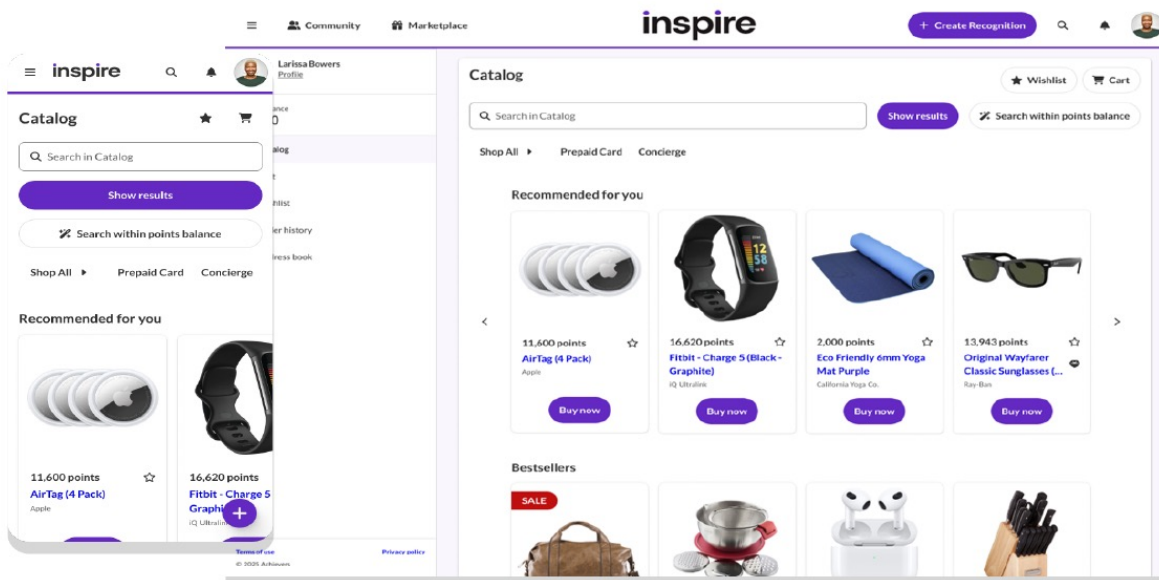
- Recognition agents embedded natively in Microsoft Copilot and Workday, allowing employees to send, view and act on recognition without leaving their primary workflow.
- Automated workflow execution that books courses, triggers rewards and logs completion events in response to recognition milestones and behavioural signals.
- Conversational recognition search enabling managers and HR leaders to query workforce behavioural data through natural language interfaces.
- LLM-agnostic architecture supporting customer-owned language models, giving regulated organizations full control over data sovereignty and model governance.

# Screenshots: Provided by Achievers

**Figure 1: Community Newsfeed**



**Figure 2: A Best-In-Class Global Rewards Marketplace**



## Screenshots: Provided by Achievers

Figure 3: Recognition Embedded Into Work

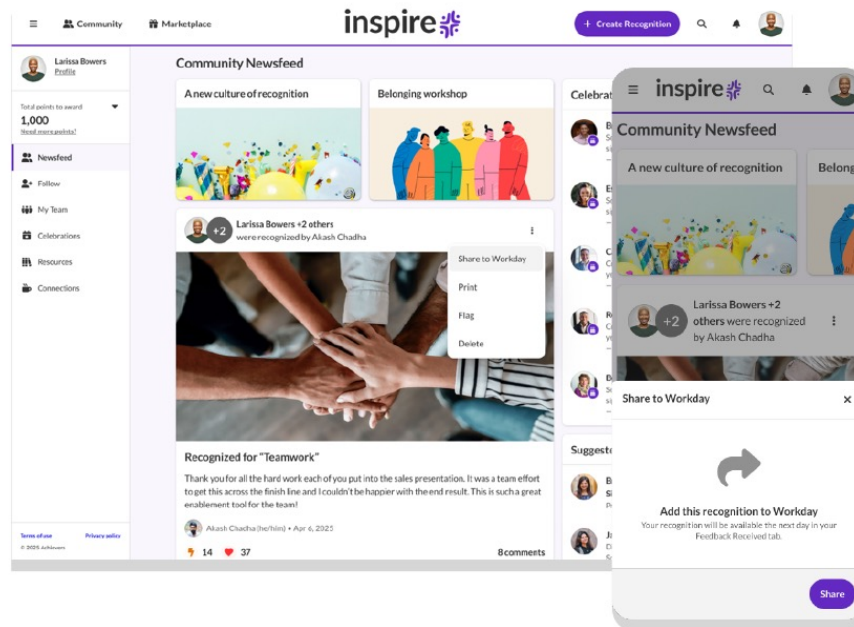
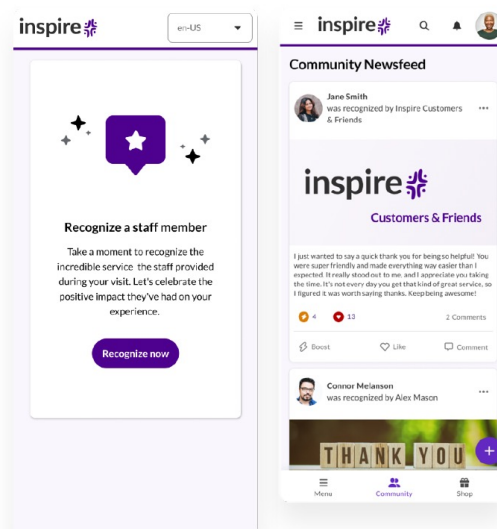
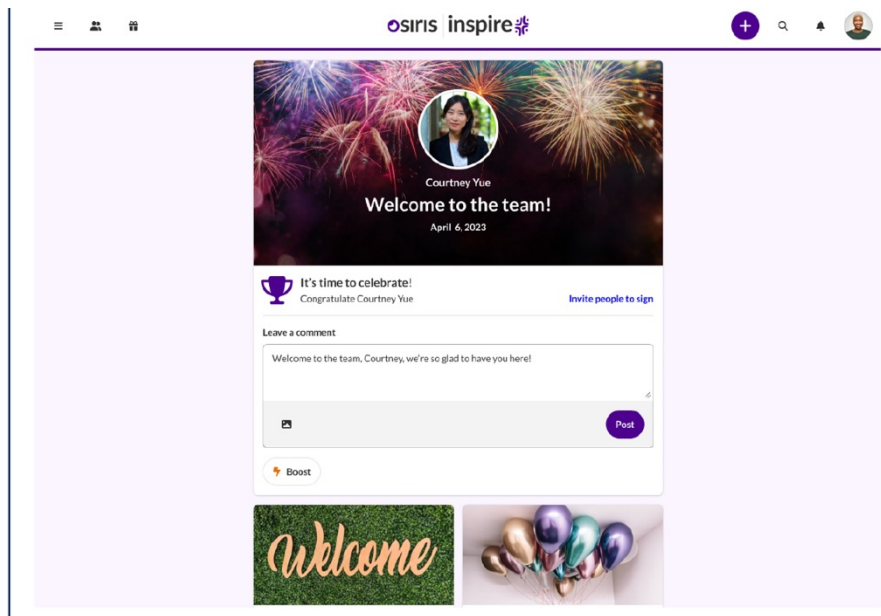


Figure 4: Seamlessly Integrate Recognitions From External Parties



## Screenshots: **Provided by Achievers**

**Figure 5: Celebrate Meaningful Moments**



## Analysis by Brandon Hall Group™

### Situational Analysis

#### Recognition Programs Have Existed for Decades but Still Fail to Deliver

Employee recognition and rewards (R&R) programs have existed for decades, but most organizations still struggle to make them work as intended. Recognition tends to be episodic, manager-dependent and disconnected from the broader flow of work. The result is programs that feel ceremonial rather than strategic, generating little measurable impact on engagement, retention, or performance.

## **Frequent, Values-Linked Recognition Consistently Outperforms on Engagement and Retention**

Brandon Hall Group™ research consistently shows that organizations where recognition is frequent, values-linked and embedded in daily workflows outperform those with lower recognition progression across every major engagement and retention metric. Yet most organizations remain early in that progression, with recognition programs that exist on paper but under-deliver in practice.

## **Challenges to the Business**

### **Workforce Disruption Is Making Traditional Recognition Models Increasingly Ineffective**

Workforce disruption driven by AI transformation, hybrid work and a multi-generational employee base has made traditional recognition models even less effective. Distributed teams can no longer rely on physical proximity or informal manager attention to sustain culture.

### **HR Systems Still Fail to Capture the Behavioral Signal Recognition Data Provides**

Organizations also struggle to connect recognition data to broader talent decisions. HRIS systems capture structure. Performance systems capture manager documentation. Surveys capture sentiment. None of these produce the continuous, peer-generated behavioral signal that reveals how employees actually work, what skills they demonstrate and who drives culture on the ground.

## Implications for the Business

### MARKET OPPORTUNITY



Organizations with distributed, multigenerational workforces that embed recognition into daily digital workflows, rather than treating it as a standalone initiative, are positioned to capture the clearest gains in engagement and retention.

### THE CHALLENGE



Proving that structured recognition data delivers measurable business value, rather than functioning as a feel-good gesture disconnected from talent strategy, is the central challenge organizations face in this category.

### COMPETITIVE FRAMING



The real comparison point is not one recognition program against another, but the cost of doing nothing. Turnover from disengaged, unrecognized employees runs between 50 and 200 percent of a departing employee's annual salary, a cost most organizations absorb rather than actively work to prevent.

### IMPLICATIONS FOR BUYERS



Organizations already running platforms like Workday, SAP SuccessFactors or Microsoft Viva can evaluate a recognition and rewards layer as an addition to existing HR technology, rather than a wholesale replacement of it.

## Questions to be Answered by the Business

1. How frequently are employees recognized today and does that frequency vary meaningfully by team, manager, or location?
2. Is recognition connected to organizational values and desired behaviors, or is it primarily social and informal?
3. What behavioral data is currently being captured through recognition activity and how is it being used to inform talent decisions?
4. How well does the current recognition program integrate with the HCM platforms, collaboration tools and workflows employees already use daily?
5. What is the measurable ROI of the current recognition investment and how is program impact communicated to senior leadership?

## Achievers as the Answer

### **1 Achievers Treats Recognition as a Behavioral System Built to Drive Business Outcomes**

Achievers treats recognition as a behavioral system designed to influence the actions that drive business outcomes. That system also generates actionable workforce intelligence and sustains engagement across complex, distributed organizations. Brandon Hall Group™ research finds that organizations with the highest recognition progression consistently outperform on engagement, retention and productivity. Achievers is built to help organizations reach and operate at that level.

### **2 Achievers Drives Recognition Frequency Far Beyond the Industry Average**

Achievers' core recognition engine, Recognize™ drives industry-leading adoption with Achievers customers sending an average of 14 recognitions per employee per year, compared to an industry average of three. Nearly three-quarters of that recognition is non-monetary, demonstrating that the platform cultivates a genuine culture of acknowledgment rather than a points-redemption habit. Customers use the platform at twice the rate of other vendors and that usage is not incidental; it is the mechanism through which behavioral data accumulates.

### **3 Recognition Activity Becomes Workforce Intelligence No Other System Captures**

Achievers Intelligence transforms that recognition activity into workforce insight unavailable from any other source. Because recognition is peer-generated, continuous and behavioral, rather than manager-reported, periodic and structural, it surfaces skills, contribution patterns and team dynamics that HRIS systems and performance reviews routinely miss. Achievers Intelligence extracts these signals and presents them through People Intelligence dashboards for managers and leaders and Program Intelligence analytics for HR administrators. Managers gain a clearer, peer-validated picture of how their teams actually work; HR leaders gain measurable program ROI tied to engagement, retention and productivity outcomes.

### **4 Deep Workday Integration Keeps Recognition Inside the Tools Employees Already Use**

The integration story is a legitimate differentiator. Achievers is Workday's named R&R provider and its highest-tier Innovation Partner, a relationship built over more than a decade of joint development. Five certified integrations connect Achievers to Workday's Core HR, Talent, Optimization, Payroll, Learning and Skills Cloud modules, allowing recognition data to flow directly into performance conversations, skills profiles and workforce planning. Achievers and Workday have introduced a new integrated offering, Workday Recognition provided by Achievers, embedding recognition and rewards directly within the Workday experience. Achievers is now available for purchase directly through the Workday Marketplace, enabling Workday customers to access enterprise-grade R&R capability without a separate procurement process. Beyond Workday, Achievers maintains certified integrations including Microsoft Teams, Outlook, SharePoint, Viva, Copilot and Slack, keeping recognition inside the tools employees use every day rather than requiring a separate destination.

## **5 AI Turns Recognition Data Into Enterprise Action Across Three Connected Layers**

As companies navigate a period of unprecedented change in the age of AI, Achievers Intelligence drives behavior change at scale across three connected layers. It starts with engagement. AI embedded across the platform makes every recognition moment smarter and faster, with guided recognition prompts, real-time writing guidance and tailored recommendations that help appreciation happen in the moment. From there, workforce intelligence turns that recognition activity into the behavioral layer most organizations are missing, surfacing which behaviors drive performance, catching disengagement signals early, and giving leaders prescriptive next steps instead of just reports. Finally, Achievers' agentic experience, built on Model Context Protocol, turns those behavioral signals into enterprise action, with purpose-built agents that execute workflows automatically and recognition intelligence that runs as a native skill inside the tools people already use, from Workday to Copilot.

For organizations still treating R&R as a standalone HR program, Achievers makes a compelling case for raising ambition. Achievers' growth is outpacing category expectations due in part to an expanded global footprint with large enterprise customers and expansions with existing customers. Brandon Hall Group™ views Achievers as a progression and strategically positioned solution provider for organizations serious about connecting recognition to workforce intelligence, business outcomes and the evolving HCM ecosystem.

### **Brandon Hall Group Contributors**

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# **Shaping Excellence in the Future of Work**

## **Our Vision**

A world where every HR organization drives business transformation through human capital excellence.

## **Our Mission**

To provide CHROs, CLOs, and workforce leaders with the intelligence, tools, and community they need to drive business transformation through human capital excellence.

## **What Organizations Gain**

*Organizations partner with Brandon Hall Group to:*

- Make human capital decisions with greater confidence.
- Reduce risk in workforce transformation and strategic investments.
- Accelerate the execution of HR, talent, leadership, and learning initiatives.
- Build organizational capabilities that create lasting business value.
- Learn from proven practices of organizations recognized by the Excellence Awards Program.

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The Brandon Hall Group Eminence Program brings together the intelligence, guidance, and executive collaboration leaders need to navigate today's workforce challenges and prepare for what's next.

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