## Embracing Digital Transformation for a Culture of Recognition

With a workforce of over 6,000 employees, the New Jersey Department of Health has always been committed to fostering a culture of excellence, collaboration, and engagement. Recognizing that employee appreciation plays a critical role in motivation and job satisfaction, the department sought to modernize its recognition program to ensure that every contribution is acknowledged and celebrated. As part of the state's Public Service Recognition Program, it actively honors employees for their dedication and professionalism, reinforcing a culture of appreciation.

## A Shift from Traditional Recognition to a Digital-First Approach

Previously, the department utilized traditional recognition methods that required extensive manual effort. While it actively participated in statewide recognition initiatives such as Public Service Recognition Week, there was an opportunity to implement a more dynamic, digital, and data-driven approach to employee engagement. With employees working across various departments and locations, a centralized digital recognition platform became essential to ensure a structured and measurable approach to employee appreciation.



## Introducing INRY CELEBRATE™: A Game-Changer in Employee Recognition

INRY CELEBRATE™ is a comprehensive rewards and recognition platform, seamlessly integrated with ServiceNow, designed to foster a culture of appreciation, collaboration, and high performance. Built to enhance employee engagement, it provides a modern, interactive, and scalable approach to recognition.

Key features of the platform include:

- **Wall of Fame (Social Intranet)** – A real-time feed showcasing employee achievements, recognitions, and milestones, ensuring visibility across the

organization and fostering a culture of peer appreciation.

- **Leaderboard** – Highlights top contributors based on points earned through rewards, promoting healthy competition and motivation among employees.

- **Moments That Matter** – Encourages employees to celebrate service anniversaries, life events, and community contributions, reinforcing personal and professional milestones.

- **Social Media Integration** – Allows employees to share recognitions on external platforms, amplifying appreciation beyond the workplace and strengthening employer branding.

- **Data Analytics & Reporting** – Offers insightful dashboards to track program effectiveness and engagement trends, enabling leadership to make informed decisions about workforce motivation strategies.

## Configuring INRY CELEBRATE™ for Unique Organizational Needs

To ensure a smooth implementation, INRY collaborated closely with the department to configure the application to its specific requirements. This process involved:

- **Workshops & Requirement Gathering** – Identifying goals, existing workflows, and the vision for recognition.

- **Personalized Configuration** – Setting up personalized badges, eCards, and skill-based rewards to align with organizational values.

- **Workflow Automation** – Replacing manual processes with efficient, rule-based approval mechanisms to streamline recognition efforts.

- **Branding & User Experience Optimization** – Aligning the platform's design with the department's identity for seamless integration.

- **Advanced Analytics** – Developing data-driven reports to measure program impact and engagement levels, allowing for continuous improvement.

## Encouraging Adoption Through Training & Support

To drive seamless adoption, a structured approach was taken, including:

**Pilot Training Sessions** – Equipping key user groups with

knowledge on platform features and benefits.

- **Continuous Support** – Ensuring real-time assistance post-implementation to maximize user engagement.

- **Performance Monitoring** – Regularly evaluating program success and making data-driven enhancements to maintain effectiveness.

## The Impact of INRY CELEBRATE™ on Employee Engagement

The successful deployment of INRY CELEBRATE™ resulted in tangible improvements across the workforce:

- **Enhanced Employee Engagement** – A structured, visible, and meaningful recognition process increased job satisfaction and motivation.

- **Seamless & Scalable Recognition** – Automated workflows reduced administrative efforts, allowing HR teams to focus on strategic initiatives.

- **Data-Driven Decision Making** – Intuitive dashboards provided insights into employee achievements and engagement trends.

- **Stronger Employer Branding** – A culture of recognition positioned the department as an attractive employer in the public health sector.

- **Greater Impact on Public Health Initiatives** – Motivated employees contributed more effectively to the department's mission, leading to greater outreach and improved public health outcomes.

## A Future-Ready Approach to Employee Recognition

By embracing INRY CELEBRATE™, the department has successfully created a workplace where every contribution is acknowledged, every milestone is celebrated, and every employee feels valued. This initiative not only enhances employee satisfaction but also reinforces a commitment to excellence in public health and workforce engagement.

Through its strategic partnership with INRY, the department continues to set new benchmarks in digital employee recognition, ensuring that its workforce remains motivated, inspired, and dedicated to serving New Jersey's communities. The success of this transformation highlights how technology and vision can drive organizational growth and cultural excellence.