



# The Power of Employee Engagement



**Hometown Financial Group, Inc. (HFG) is a dynamic \$5+ billion mutual multi-bank holding company based in Massachusetts. As the parent company of bankESB, bankHometown, Abington Bank, and Hometown Mortgage, HFG provides financial excellence to the communities it serves. Guided by innovation and a “community first” focus, the HFG group is home to three of the top performing banks in Massachusetts and Connecticut, and it is the employees that set them apart.**

**HFG partnered with All Star Incentive Marketing to create an innovative holiday gift solution for all bank employees within the family of financial institutions. One of the HFG’s unique operational challenges was the existence of four distinct banking entities, each with its own branding. Further complicating the program, each bank has many different branch and office locations with widely varying quantities of employees per location.**

## The Gift Solution

The implemented gift solution involved the development and launch of a tailored employee holiday gifting platform—a sophisticated small selection shopping site. Launched in November 2023, the platform segmented employees into four distinct groups and was strategically designed with meticulous messaging correlating to each bank affiliate and their employees.

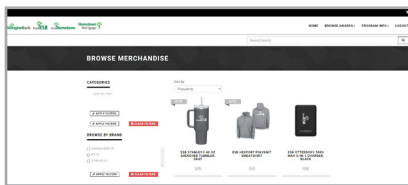
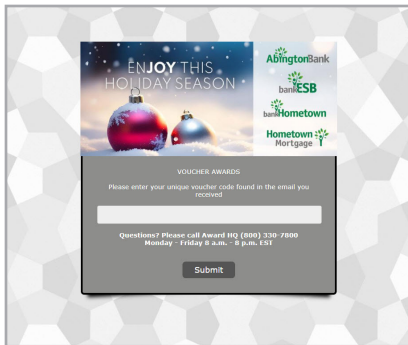
The unique feature of directing individuals to their respective groups, corresponding to their affiliated bank, facilitated a personalized and streamlined experience. Notably, the program featured a selection of custom logoed gifts for each group adding a high level of personalization to the entire program.

For each group, a selection of gifts was made available, enabling participants to choose from a thoughtfully curated array of options. The optimization of the ordering process included the drop shipping of bulk orders directly from factories to individual bank branches. This strategic approach not only enhanced delivery timelines but also greatly reduced shipping costs for HFG by minimizing the number of times each product had to be shipped and handled.

HFG further benefited by the program structure which was designed to hold orders until the program’s conclusion. This system not only saved HFG tens-of-thousands of dollars, it was also instrumental in ensuring that each employee received their specific gift. Shipping the orders in batches to the branch locations further enhanced the program by facilitating the face-to-face awarding of gifts to each employee in front of their peers. The structure resulted in zero left over inventory and substantial savings for HFG, while allowing each participant to receive the gift they most wanted.



# Hometown Bank | The Power of Employee Engagement



## Promotion

A robust system of communication and support vehicles were established to ensure seamless engagement, assistance throughout the gifting process, and enhance the overall employee experience. The program was promoted through a targeted email to all participants, providing clear instructions for navigating the site. Throughout the three-week program duration, regular email updates were sent to both the employees and the Hometown Financial Group HR team that sourced the program, notifying them of participants that had redeemed. This proactive communication approach helped them to reinforce recognition and gratitude, contributing to the overall success of the program.

## Results

The program's success is measured by the satisfaction of employees, emphasizing the achievement of simple, efficient, and accurate holiday gifting.

The program's efficiency has ensured that all participants received their desired gifts, contributing to a high level of employee recognition and engagement. Furthermore, the streamlined approach has proven to be budget-friendly, aligning with the Hometown Financial Group objectives.

HFG has already committed to repeating the program in the years to come and many employees have expressed an interest in joining the committee that volunteers each year to help choose the next awards to be offered.... true signs of employee engagement!



800-526-8629  
allstarincentivemarketing.com  
660 Main Street | Fiskdale, MA 01518

Engage.  
Motivate.  
Reward.

AllStar®  
incentive marketing