



Case Study

Celebrating Birthdays, Gustoversaries, and Everything In Between



gusto



The Problem

Gusto is a modern HR platform for payroll, benefits, and more. Founded in 2011, the company has grown to 2000+ employees around the world.

Between birthdays, Gustoversaries (a hiring anniversary), and everything in between, Gusto clearly believes in recognizing employees on major milestones. But like most companies, the pandemic threw a wrench in Gusto's normal engagement operations.

A positive and inclusive company culture had always been part of the Gusto brand, but handwritten cards and slide decks over Zoom weren't meeting the moment.

"We always want our engagement efforts to feel personal and special," says Jess Coello, who focuses on engagement in the workplace. "In the past, that included writing lots of handwritten notes. But that wasn't possible during the pandemic. We knew we needed a scalable, digital solution that still felt personal."



When it came to celebrating special occasions remotely, we needed more than a slide deck. We needed a platform that would engage employees and make them feel seen & heard, despite the physical distance."



“Kudoboard is super feedback-based. We’ve shared product ideas. Overall there’s a lot of room for opportunity for both of us to work together.”

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The Solution

Gusto didn't have to look far to find their solution. Kudoboard has been a happy Gusto customer for several years, and Gusto loves to work closely with its own customers as often as possible. Because of the existing relationship, Kudoboard has been able to get real-time feedback and customize the experience for Gusto.

“We're really excited about the ability to customize the experience to feel authentic to Gusto.”

Gusto uses Kudoboard's most often for birthdays, work anniversaries, and other celebrations. However, they have also used Kudoboards for their affinity groups, to celebrate personal wins, and “all kinds of things on the daily.”

With Kudoboard, Gusto is able to automate and scale their virtual engagement with the platform across the company, ensuring remote and hybrid teams feel connected and valued on special occasions. Even better, with an Enterprise plan Gusto has access to company branding and all the bells and whistles to fit their needs.

kudoboard

Closing Thoughts

With Kudoboard, Gusto has been able to create opportunities for appreciation on special occasions, regardless of location. The logistics of passing around a physical card simply didn't work anymore, but now each employee can receive a "virtual wall of love" that can be accessed anytime, anywhere, and will never be lost or forgotten.

"We needed everything in one place, at one time, that everyone can access, see, and react with. For us, that was Kudoboard!"

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