

## THE 8 AFFIRMATION MOMENTS OF A WOW SCRATCHCARD

*WOW Scratchcards empower executives and senior managers to give on-the-spot recognition to deserving employees.*

**But unlike other on-the-spot awards, WOW Scratchcards offer employees not one but eight affirmation moments:**



### Affirmation Moment 1

On observation (or receiving a report) of a desired behaviour, the Executive will advise that a WOW Scratchcard has been earned by the staff member



### Affirmation Moment 2

Team members are gathered for the hand-over ceremony, during which the Executive (or a manager they have charged with this duty) will recognise the employee's behaviour publicly and hand them the scratchcard



### Affirmation Moment 3

The employee scratches the foil on the scratchcard to view the unique number, building excitement and anticipation



### Affirmation Moment 4

The employee contacts the WOW call centre to find out what they've won (in a best-case scenario using a speaker phone) so colleagues can share in the excitement



### Affirmation Moment 5

WOW's call centre agent will increase the awareness and the level of excitement by inviting the employee to expand on what they did to attract such positive attention and then informing the employee how much they have won



### Affirmation Moment 6

The scratchcard winnings are loaded onto the employee's programme wallet



### Affirmation Moment 7

During the programme ambassador's site visit, he/she will take a picture of the employee



### Affirmation Moment 8

Finally, the picture, citation and prize are posted as a proof-statement on the programme website or app gallery and/or on an analogue poster

**WOW can provide both physical and virtual scratchcards!**

**Contact WOW today to see how we can help supercharge recognition and rewards within your business.**