



ORANGETHEORY FITNESS + QUANTUM WORKPLACE

"We were looking for an engagement tool to keep our employees motivated, engaged, and to reward them. We get all of that from Quantum Workplace, so we love it! It has been a big catalyst in helping us grow our culture at Orangetheory."

Christine Carr, Director of People Resources at Orangetheory Fitness



INDUSTRY: RETAIL

EMPLOYEES: 251-500

ORANGETHEORYFITNESS.COM

YOY DECREASE
IN TURNOVER

26.5%

YOY INCREASE IN HEADCOUNT

80%

OF POPULATION ACTIVE
IN QUANTUM WORKPLACE
PLATFORM

A leader in the franchise fitness industry, Orangetheory prides itself on being more than just a place to get a good workout. Their goal is to help members achieve more life not only inside an Orangetheory studio, but also at home, at work, or with family and friends. The same holds true for the company as an employer. Orangetheory knows the importance of providing a work environment that gives employees a healthy work-life balance. With an aggressive growth trajectory, Orangetheory knew they needed to create and maintain a culture where employees felt rewarded, valued and acknowledged.

ORANGETHEORY USES QUANTUM WORKPLACE'S RECOGNITION TOOL TO:

- Keep employees motivated and engaged
- Make employees feel valued
- Provide a platform for company-wide, public acknowledgement
- Help employees see how they fit into the "big picture"



QUANTUM
WORKPLACE

ORANGETHEORY SEEKS SIMPLE EMPLOYEE RECOGNITION SOLUTION

Orangetheory was scaling and growing its business at a very rapid pace. To keep employees engaged and focused they knew it was very important to partner with a solution that allowed them to recognize and reward employees and also kept up with the pace of their organization. They needed to help employees find value in their work so they could see that what they did today had an impact on the company's future – and feel appreciated for their efforts. This was part of the formula for keeping turnover low and becoming an employer of choice.

"We have to remind everyone to slow down. It matters to take a minute—to pause and say *thank you*," says Christine Carr, Director of People Resources. "Because if you don't have that work balance, and you're just running so fast that you fail to slow down enough to appreciate what you're doing and how your team is part of the solution, it doesn't really help in the big picture."

Orangetheory understood that it needed a simple engagement solution that they could easily adopt and insert into their fast-paced workflow—a tool where employees could be recognized from the top-down, as well as peer-to-peer. They wanted recognition to be visible so that individuals could see that they're part of the reason the company was growing the way that they were. Quantum Workplace was the perfect solution.

QUANTUM WORKPLACE HELPS ORANGETHEORY ADOPT A CULTURE OF RECOGNITION & APPRECIATION

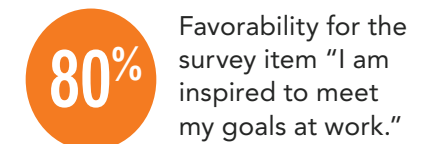
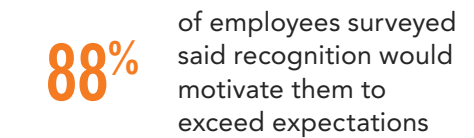
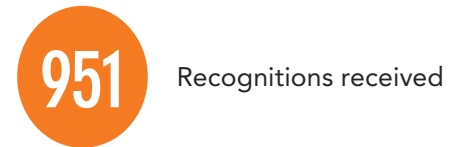
"We were moving at such a quick pace we knew that we needed to choose a solution that was agile and nimble," says Christine. So the company held a quick 20-minute meeting to do a "live" demonstration of Quantum Workplace's Recognition tool – reviewing how to use it and, more importantly, focusing on WHY to use it. Soon after, company executives bought into the software. This started the momentum, and from there Orangetheory's employee recognition accelerated.

"The employees started feeling like part of the family, part of the big picture. It made them feel important," says Christine. "We noticed that when employees got acknowledged, they went and acknowledged someone else—it was paid forward."

To maintain momentum, the company also started doing "chair drops"—setting fun, little notes on office chairs that said something like, "Hey, have you given thanks today?" They also publicly displayed the recognition posts on TVs throughout the company to increase visibility.

"When employees feel acknowledged and appreciated, they want to stay," says Christine. "Turnover is a challenge for any organization, so we're always looking for ways to show employees that they're valued and their input matters. And because of that, our turnover has significantly decreased. Employees feel like they're part of the big picture."

Key Engagement Successes:



"Quantum Workplace offers us an easy-to-use solution, focusing on employee engagement and recognition, and one which will grow with us as we continue to grow our workforce."

CHRISTINE CARR
DIRECTOR OF PEOPLE RESOURCES AT ORANGETHEORY FITNESS

