

BI WORLDWIDE elevates employee recognition with IBM watsonx

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Employee engagement is critical to any organization's success, helping drive retention, productivity and performance. In fact, employees whose accomplishments are recognized are **2.5 times** more likely to be committed to their organization.¹ To help organizations amplify effective, differentiated employee recognition and reward experiences, BI WORLDWIDE (BIW) is bringing advanced AI capabilities to employees' fingertips.

By collaborating with IBM to integrate IBM watsonx.ai, IBM watsonx Assistant and IBM watsonx Discovery into BIW's recognition platform offering, we are helping managers strengthen their teams and drive engagement by providing meaningful and timely employee recognition, streamlining recognition tasks and enhancing recognition programs' overall effectiveness.

How BI WORLDWIDE builds empowering work environments

Our solutions enable employees to prompt the Program Advisor (Digital Assistant) to seamlessly access a comprehensive knowledge base that is sourced using IBM watsonx Discovery, which is tailored to each client and their specific needs. This capability significantly reduces the need to parse through emails and internal client support documents for information, giving back time to deliver exceptional service to clients. Simultaneously, the Digital Assistant allows BIW employees and our clients to identify and rectify information gaps by prompting unasked questions, helping to develop more holistic understandings and drive more informed and engaged workforces.

Within Elevate™, BIW's comprehensive employee recognition platform solution, the BIW Recognition Assistant solution, built with IBM watsonx.ai, allows employees to use an intuitive Wizard to craft robust, meaningful communications or effortlessly enhance existing recognition messages. Utilizing IBM watsonx.ai and IBM's Granite AI foundation models built for business, users can generate impactful recognition content in an instant, all while preserving the essential human touch. Furthermore, with our platform's natural language understanding abilities, clients can ensure that every message radiates positivity and encouragement.

We're also helping clients identify the most suitable nominations for special recognition programs based on the customer's assessment criteria. Using capabilities from IBM watsonx.ai, we're enabling clients to use and summarize historical nomination data to



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provide managers a comprehensive view of which employees should be nominated, when they need to be nominated and how they prefer to be recognized. This is designed not only to streamline and accelerate the selection process—reducing administrative burdens for selection teams—but also to help clients optimize nomination submissions based on data and mitigate potential biases that can arise during nominations.

Transforming the future of organizations

IBM and BI WORLDWIDE will continue to further develop our AI strategy to empower managers with additional capabilities such as comprehensive recognition summaries, eCard image generation based on recognition text and natural language querying within reporting systems. This approach aims to streamline recognition processes and make appreciation more accessible and impactful across organizations.

To learn more about how this application can enhance your program,
contact us at hello@biworldwide.com.

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Sources

1. Hirschfeld, M., Mezera, R., & Stern, A. (2024).
The New Rules of Engagement®: BI WORLDWIDE's employee inspiration research report.
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