



# RJM Construction

## REWARDING EMPLOYEES AND MANAGING THE PROCESS

### ABOUT

RJM Construction is a general contractor headquartered in Minneapolis, Minnesota that works with healthcare groups, community leaders, property owners, developers, and building tenants. They deliver on their clients' vision by providing full preconstruction and construction services, from concept to completion.

### SITUATION

RJM works hard at building a rewarding environment that fosters the personalities and strengths of their team. They understand that caring deeply for their nearly 200 employees shines through in their approach to helping clients achieve their vision. This focus on employee engagement led to their desire to develop a company eStore for field uniforms as well as a program to celebrate and acknowledge employees' years of service. Both programs needed to be easy to manage and execute, while fostering employee pride and ensuring the integrity of their brand.

### OBJECTIVES

- Foster a sense of company pride and community among employees
- Provide safe and comfortable uniforms for field employees that meets ANSI standards
- Simplify the approval, ordering, and distribution process for branded apparel and items
- Ensure the RJM brand is represented accurately and consistently
- Reward employee loyalty



## SOLUTIONS

### Company eStore and Simplified Process

In addition to building a fully branded RJM company eStore, Foxtrot Marketing Group created order forms that controlled product selection and an online portal that simplified the order collection process for the administrative assistant in charge of their program. Once the orders are entered, Foxtrot uses our in-house capabilities to embroider and screen print the apparel, and then sorts the items by employee to streamline distribution to the various job sites. *“To be honest, managing this process used to be a major headache for me. Now everything is automated, and I simply review and approve,”* says Amy Halasz, Office Manager.

### RJM Employee Anniversary Program

For the RJM employee anniversary program, Foxtrot created online accounts so each employee can easily track their rewards. Because Foxtrot uses our in-house capabilities to embroider apparel as needed, RJM carries very little inventory. Program merchandise was also chosen to complement the lifestyles of RJM employees while limiting the amount of inventory needed. On their anniversary, employees receive a congratulatory email notifying them that they have received credit to make purchases on their online store – time to shop!

## RESULTS OF BOTH PROGRAMS



Simplifies the ordering and fulfillment process, saving time and effort



Offers insights into employee purchase behavior and engagement



Amplifies the RJM brand on job sites and in the community



Empowers employees to select items most comfortable to them while still maintaining RJM brand standards



Provides a fun, easy way to reward employee loyalty while promoting the RJM brand

**“THE ANNIVERSARY PROGRAM DOES A GREAT JOB REFLECTING WHAT MAKES RJM UNIQUE. EMPLOYEES REALLY SEEM TO LIKE THE PRODUCT SELECTION TOO.”**

**Amy Halasz, Office Manager, RJM Construction**



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