

Selco Success Story

Recognition: Years-Of-Service Program

The Challenge

A distributor came to us with a company (Keppel AmFELS) that wanted to create an employee recognition program that would help them celebrate their long-time employees at specific years-of-service milestones. They had the following needs:

- Something that employees would use and be proud to put on display
- A vendor who would work with them to hit specific price points for each level
- Gifts that were of a similar style, but still had distinct designs for each milestone
- A program with longevity that would continue to function well over the years

The Solution

First, we tackled the longevity issue. In order to ensure consistency throughout the lifespan of the program, we chose the classic Selco Geneve, which has indefinite guaranteed availability, unlike popular retail brands that discontinue styles after each season. This feature, paired with our dial-restocking service, saved both the company and the distributor from headaches down the road.

We then worked with the distributor to design a custom, die-struck medallion that incorporated both the number of years the employee was celebrating and the company logo. For each level, we helped create a distinct look that would be recognizable to employees within the company. We worked with the distributor on several proofs until we had achieved the right look and price point for each level.

To add further personalization, each employee's name was engraved on the caseback and, for the longer-tenured employees, the watch was presented in a wooden box with the corporate logo and level of achievement laser engraved on the box lid.



The Results

Since the program's start in 2002, four levels of watches have been developed: 10-Years, 15-Years, 20-Years, and 25-Years. As an employee's years increase, so does the value of the awarded timepiece—from \$75 at 10 years, all the way up to \$450 at 25 years.

Notably, employees that had already been with the company prior to the introduction of the program received retroactive recognition gifts based on any milestones they had already hit.

Within the company culture of Keppel AmFELS, the watches are worn with a sense of pride by the employees who receive them and are a visible goal for newer employees to strive toward.

To learn more about Selco Geneve visit our Brands page at selcotime.com

