

Selco Success Story

Onboarding: New Employee Welcome Program

The Challenge:

A distributor came to us for a design company, Victory Designs, that wanted to create a new employee onboarding program that would help combat high turnover and set a precedent from the very start. Victory wanted their new hires to feel welcome and empowered in their job. They knew that they wanted an onboarding gift that would be useful, high-quality, and brag-worthy. With a budget of \$30.00 per recipient, Victory set out to find a statement piece that would set the tone for company culture and create enthusiastic brand ambassadors.

The Solution:

Victory selected multiple items that could be branded and put together into a welcome kit. Selco was able to offer multiple watch options in men's and ladies' matching pairs that met their price point. With its high-end design and plenty of space for branding, Victory decided that the Filter Plexus mesh alloy watch would be the star of their new hire welcome kit. Selco quickly got to work on the initial 50-piece order to be distributed to Victory's various locations across several cities.



The Results:

Thanks to Victory's now standard onboarding process, they have experienced 38% greater productivity and a 24% increase in retention for employees who went through the new program. Employees end up more likely to have a sound understanding of management expectations and the specific role they play to help the company achieve its goals. This has ultimately translated to higher customer satisfaction and better bottom-line results.

*To learn more about Filter visit our brands page at selcotime.com
Visit Selco U online at selcotime.com/selco-u*



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Onboarding: Selco Welcomes their New Employees with a Custom Timepiece

Beginning in April of 2016, Selco wanted an impactful way to welcome their new employees to the team. We thought what better way to do that than with the product we are best-known for; a custom timepiece. We went with one of our best-selling program watches, the E8165 Captivate in black. For a little added flair, and to highlight one of Selco's most unique processes, we decided the dial should be one of our signature die-struck medallions, featuring the black and orange Selco logo.

Of course, we couldn't leave out the existing Selco employees. Selco produced, assembled, and handed out watches to every employee 3 weeks later to a very warm reception. Every employee was proud of their new timepiece, and more importantly, felt valued by the company.

"The watch surprised me, I wasn't expecting to receive anything on my first day working for the company. The day-one watch excited me to start working for Selco and told me how the company views its employees as more than just workers. Other companies I've worked for didn't have gifts for their employees outside of work shirts and a name badge. The watch is definitely more motivating and much better quality than anything you could get working for other large companies."

– Eric, 5 months Customer Service

"It's was nice. It made me feel welcome and special. It says that my employer values my presence and recognizes that I'm here, even on my first day."

– Elizabeth, 2 years Accounting

"I liked the idea of getting a watch on my first day. I felt like I was part of the team and wanted to do my best for them. Very welcoming gesture."

– Hanah, 1 year Customer Service

"I was shocked honestly. I've never worked anywhere where we've gotten anything other than a t-shirt or company uniform on the first day. It showed me two things, one; Selco really invests in its employees and two; they want to keep good people here."

– Gavin, 4 years Sales Team

"Receiving a custom watch on my first day really gave me a sense of the company culture at Selco. Getting that immediate insight into their recognition and rewards programs was extremely motivating."

– Rachael, 1 year Sales Team

By incorporating a thoughtful element like a custom timepiece into our onboarding process, we have contributed to creating an efficient orientation that motivates new hires to further success. All and all, the time dedicated to maximizing the onboarding experience for new team members has certainly led to continued growth and success for Selco.

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