

## CASE STUDY:



spring  
EDUCATION GROUP

# Streamlining Employee Appreciation with Thnks

## Summary

### Challenge:

Spring Education Group wanted to show gratitude to their employees across the country in an efficient and impactful way.

### Results:

- **Improved engagement and increased employee satisfaction** with 100% recipient open and redemption rate on Teacher Appreciation Week campaign sent to 147 recipients
- **83% reduction in overall time spent** on employee appreciation campaigns

## About Customer

**Spring Education Group** is a pioneer in a private school education with over 230 schools across America and internationally.

Industry:  
Education

Website:  
[www.springeducationgroup.com](http://www.springeducationgroup.com)

Company Size:  
5,000+ employees

Joined Thnks:  
January 2022

Solution:  
[Employee Appreciation](#)

## Challenge

Barbara Mooney, Senior Vice President of Operations, set out in 2021 to build a “Culture of Care” at Spring Education Group’s Early Childhood Education division. The division is made up of almost 150 schools nationwide offering infant care through Pre-K and Kindergarten programs. Barbara’s goal was to find an easy way to continuously show appreciation to employees at all of their schools across the country. She found Thnks online and knew it would be a great fit to help them build stronger relationships with all of their teachers and leaders. Spring Education Group began by using Thnks for small, individual gestures, and in 2022, their team started using Thnks for large campaigns as well to spread gratitude across the organization.

In the past, for events like Teacher Appreciation Week, Barbara and her team chose an item and sent it to all of their schools. They noticed when going from school to school that their items were not always hitting the mark. They decided to ask their employees, “if we gave you a budget on appreciation, what would you want to receive?” and found that everyone had different answers. Barbara recognized that no matter what item they chose, it wouldn’t be the right fit for everyone. Her team asked themselves, “how can we empower our principals, who know what their teachers need, to choose?” and realized they could work with the Thnks team to create custom gestures to fit the need for each school.

# Solution

Personalization and meaning behind each gesture of gratitude is a key focus at Thnks, which is why it was so easy for Barbara to work with the Thnks team and curate a custom “Teacher Appreciation Shopping Spree” Thnks to send to Spring Education Group employees for Teacher Appreciation Week. She sent the Thnks at a value of \$25 per teacher and administrator working at the school to each school’s principal. “Our principals are the ones who have their finger on the pulse for what their teachers need,” said Barbara. “Giving them ownership over spending the money on appreciation really resonated not only with them, but with the teachers on the receiving end. The teachers were amazed and felt appreciated by our team and by their principals.” Spring Education Group has used Thnks for open houses and national holidays like “Week of the Young Child” and “National Hiring Day”, as well as individual sends to show gratitude to exceptional employees.

Spring Education Group’s Vice President of Enrollment and Admission, Caroline McCormick, has also found Thnks to be an incredible solution for her to show appreciation. “Our team is made up of frontline, essential workers, and the relationships they build with families and students are so critical for the quality of our program. Making sure they feel rewarded, acknowledged, and valued for the work they’re doing is really key. The Thnks program makes it so easy for us to send something out to the field.” Employee retention in education has been incredibly challenging over the last 2 years, so it’s a huge priority for Spring Education Group. By utilizing the power of gratitude, Barbara and Caroline’s teams have not only been able to keep their employees, but grow in size to meet administrator, teacher, and caregiver demands.

## Show Gratitude in **BULK** with Thnks!

Did you know you can say Thnks to everyone on your team in a matter of minutes? Just like with Spring Education Group, our dedicated account team can set up bulk sends on your behalf. All we need is a list of your recipients’ names and email addresses, what Thnks you’d like to send them, when you want the Thnks sent, and what you want your message to say. By sending our account team a spreadsheet with that information, we can set up a bulk Thnks send. Users like Caroline at Spring Education Group have seen an 83% reduction in time spent setting up employee appreciation campaigns.

You can use our bulk sending feature for almost any reason - work anniversaries, birthdays, client outreach, follow-up after events and webinars, holidays, anything you can think of. This feature is exclusive for Pro and Enterprise users. [Request a demo today to learn more!](#)



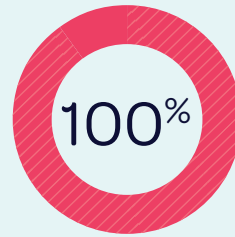
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**Caroline McCormick**

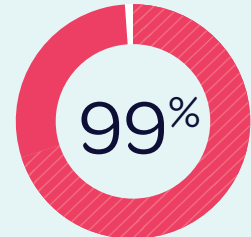
*Vice President of Enrollment  
and Admission*

# Results

**83%** reduction in time spent on employee appreciation



**OPEN  
RATE**



**REDEMPTION  
RATE**

Spring Education Group's Teacher Appreciation Shopping Sprees had a 100% open rate, 10% above their previous average, and a 99% redemption rate, 29% above their previous average! "It was important to us to make our teachers feel heard, and with Thnks, we were able to show appreciation in a way that was really impactful to them," said Barbara.

Caroline saw similar success and significant time savings. "Before Thnks, I used to have to collect addresses for all of my recipients and send out items one by one," she said. Caroline estimates that by no longer needing to verify employee addresses and send each gesture uniquely, **she saves 3 hours of time for every group of Thnks she sends out - an 83% reduction in time spent on employee appreciation.** She also finds that her appreciation process is much more centralized now and easier to track from an accounting standpoint. "Using Thnks creates a unified approach for our team on a national level. It helps us control expenses and time our messaging appropriately."

Thnks has become a key component of Spring Education Group's "Culture of Care". The positive feedback Barbara and Caroline receive from recipients is overwhelming. "People don't expect it and taking the time to show appreciation makes a huge difference for our team members," said Caroline. "Thnks has made it seamless for us to express gratitude to employees across the country."



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**Barbara Mooney**

*Senior Vice President  
of Operations*