

Hawaii National Bank Boosts Employee Engagement & Drives Core Company Values with AnyPerk

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HIGHLIGHTS

Challenge: Hawaii National Bank sought an employee engagement product that would help employees be fully engaged at work, help create positive culture, and inspire commitment to the company’s core values.

Solution: AnyPerk gave Hawaii National Bank a simple way to support employees’ financial and emotional well-being inside and outside the office. Employees feel cared for so they, in turn, care about the company’s values and success.

Results: Employee engagement among employees increased within a year of implementing AnyPerk. An average 78% employee engagement on AnyPerk’s platform shows the meaningful value Hawaii National Bank employees gain from AnyPerk’s perks and rewards.

Company Info:

Hawaii National Bank is a keystone institution of Hawaii finance, providing a range of services to business customers and individual account holders. Established in 1960, Hawaii National Bank is a privately held community bank with branch offices in Hilo, Maui, and Oahu. It is headquartered in downtown Honolulu.

Industry: Finance
 Employees: 193 employees
 Location: Hawaii
 Website: www.hawaiinational.com

“The first time we conducted an engagement survey, we found there were opportunities to improve our employee appreciation, engagement, and benefits initiatives. Since implementing AnyPerk, we’ve seen our scores increase. AnyPerk is playing a big part in increasing engagement and improving our benefits package.”



Derek Kanehira,
 Vice President & Director of HR, Hawaii National Bank

CHALLENGE

As a company that prides itself on being “The Home of Warm-Hearted Bankers,” Hawaii National Bank holds customer and employee satisfaction as top priorities. They aim to hire and engage the best talent to ensure their customers get the finest services and expert financial assistance. Part of that means employees must be fully engaged at work and committed to the company’s mission and values.

So in 2013, Hawaii National Bank conducted an employee engagement survey. They found there was room to improve in both areas of employee engagement and benefits. Leadership began focusing its attention on finding an engagement product that would help employees see their jobs as more than a 9-to-5 activity. Hawaii National Bank wanted its employees to feel cared for so they, in turn, would care about the company’s values and success.

As a result, Hawaii National Bank sought an employee engagement product that would:

- Boost overall engagement scores
- Easily compliment existing HR programs
- Be simple to implement and maintain
- Emphasize the bank’s commitment to customer and employee happiness
- Come with a competent and accessible support team

SOLUTION

Hawaii National Bank’s VP and Director of HR, Derek Kanehira, first learned about AnyPerk in the fall of 2013.

He attended a conference where he met AnyPerk CEO Taro Fukuyama and learned about AnyPerk’s perks and rewards. After doing in-depth research into its products, Derek decided AnyPerk’s high-quality employee discounts were a great way to provide employees with financial and emotional support inside and outside the office. Derek also saw it easily complementing existing HR programs that supported employee happiness and well-being.

In October 2013, Hawaii National Bank launched AnyPerk. Derek partnered with his Customer Success Manager to build an engagement initiative around recognizing outstanding performance, showing appreciation, and fostering positive corporate culture. Derek soon considered his Customer Success Manager a strategic partner: someone equally invested in the best interest of him, Hawaii National Bank, and its employees.



“That’s the biggest differentiator, honestly. Being able to pick up the phone or send an email and always get a response. With our Customer Success Manager, it’s truly a partnership where we feel - and I especially feel - that [our Customer Success Manager] and everyone that I’ve worked with at AnyPerk is invested in the best interest of us. Everybody at AnyPerk has remained incredibly engaged with that promise throughout the process.” - Derek Kanehira, VP & Director of HR at Hawaii National Bank

With the help of his Customer Success Manager and AnyPerk’s support team, Derek was able to easily offer Hawaii National Bank employees greater benefits that strengthened their allegiance to the company. When employees were asked to test run competing engagement products, the final consensus was unanimous: AnyPerk is far superior. This realization helped boost company-wide usage of AnyPerk more.

“[AnyPerk] is one of the key drivers of all areas, including recruitment, retention and engagement.” - Derek Kanehira, VP & Director of HR at Hawaii National Bank

The high-quality discounts and rewards Hawaii National Bank offers its employees through AnyPerk helps show its commitment to caring for its people and continues to strengthen employee loyalty and engagement.

RESULTS

- Hawaii National Bank’s employee engagement scores increased within one year of launching AnyPerk
- Employee engagement on AnyPerk’s platform has remained a high 78% on average
- Employees have saved over \$60K collectively since launching AnyPerk

“We want to build a positive and dynamic work environment. AnyPerk truly aligns with that new vision of our leadership.” - Derek Kanehira, VP & Director of HR at Hawaii National Bank

Request a demo at www.anyperk.com/demo

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