



## CSI Stars Unveils New Service Awards Program For A Millennial-Driven World

*Showcasing at #SHRM17 June 18-21, 2017*

NIAGARA FALLS, NY, June 19, 2017 **/24-7PressRelease/** -- CSI International Inc. today announced the release of CSI STARS **new Service Awards for a Millennial-Driven World**. Now companies can give **year-round non-monetary recognition** as part of their **traditional service anniversary program**.

CSI STARS is one of the only **tax-compliant** service awards program enabled with social recognition technology that connects with ALL employees. Managers and employees can now send and receive thanks, welcome new hires, congratulate colleagues and "recognize" great work while still "rewarding" the ten percent who achieve 5, 10, 15+ year service milestones.

Millennials are quick to make career changes spending on average less than four years with the same employer. According to [Gallup](#), millennial employees are the least engaged generation (55% are not engaged) costing the U.S. economy \$30.5 billion annually in turnover.

"Traditional service award programs often bypass millennial employees. CSI STARS service award solution has evolved in response to changing demographics and research that shows giving frequent, non-monetary recognition to all employees significantly improves retention and productivity," says Steven Brown, President of CSI International.

No other recognition provider offers clients a traditional high-touch personalized service program on the same platform as mobile-friendly social recognition tools.

CSI STARS game changing service award program:

- Promotes and recognizes every service anniversary, not just milestone years
- Enables thank you recognition tied to core values and key behaviors
- Welcomes new hires with social recognition onboarding tools
- Reduces administrative burden and errors by integrating with any HRIS

Check out our [30 second video](#)

Unlike larger well-known service anniversary providers who invest heavily in marketing, CSI International invests in technology and believes in staying lean and agile, passing savings along to our clients. CSI STARS programs are always tailored to the unique needs of clients and their multi-generational workforce. This combined with hiring local, proactive, customer-centric experts gives clients more value-added services and better daily support than anyone in the industry.

CSI STARS will be showcasing programs at the National **#SHRM17** Conference June 19-21, 2017 (**Booth #451**).

CSISTARS HELPS COMPANIES CULTIVATE A WORKFORCE THAT LOVES COMING TO WORK.

To sign up for a webinar or receive the latest employee engagement and recognition news, visit us at [www.csistars.com](http://www.csistars.com), [LinkedIn](#), email Jim Brown [jim.brown@csistars.com](mailto:jim.brown@csistars.com) or (416) 937-4412.

### About CSI International

CSI International is a privately held recognition and rewards provider that has been helping companies cultivate a workforce that loves coming to work™ since 1979. The CSI STARS team works with clients in 170 countries, in 16 languages from its US and Canadian headquarters. For more information, please visit [www.csistars.com](http://www.csistars.com)

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