



# Manager's Guide to Service Anniversaries

applause<sup>✓</sup>

*Coca-Cola*



## Table of contents

Welcome	3
Benefits of our new service anniversary program	3
Your role	3
Success depends on you	4
The website	4
The employee experience	4
Log in	4
Best practices	5

applause<sup>^</sup>

## Welcome.

Celebrating You is a global initiative designed to make The Coca-Cola Company an even better place to work and is part of our broader commitment to elevating the employee experience. Applause is the service anniversary program within Celebrating You.

This Manager Guide will help you understand how Applause works and the essential role you'll play in its success.

If you have questions that are not covered by this guide, please log on to the Celebrating You website through Coca-Cola Connect and click on 'Help.'

## Benefits of our service anniversary program:

- Team members feel valued on their service anniversaries, both in milestone and non-milestone years.
- Team members feel inspired by the recognition they receive, knowing they've made a positive impact.
- The program engages all managers and associates, giving them more opportunities to celebrate their colleagues.
- Getting a gift on your service anniversary is good. Getting a personalized experience is even better.

## Your role.

In the weeks leading up to a team member's milestone anniversary, you will receive an email prompting you to invite others to contribute to that team member's personal Celebration Page. You will also be encouraged to post a personal message of your own.

- Visit the Celebrating You website through Coca-Cola Connect and go to 'Alerts.'
- Click 'Send Invitations,' then 'View/Add Contributors.'
- Add your whole team by using the dropdown menu, or click 'Search by Individual' to send invitations to individual associates.
- When inviting individuals, click 'Add' to invite people from the search list. They will appear in the grey box below. When finished, click 'Done Adding.'
- You can also invite family or friends outside of the organization, or even customers! Just type their email addresses and click 'Add.'
- When your list is complete, click 'Send.' Invitees will receive an email prompting them to contribute to the Celebration Page. After clicking 'Send,' you will be prompted to contribute as well.
- To contribute to the Celebration Page, type your message in the text box and click 'Photo' or 'Video' if you would like to add one. Click 'Submit.'
- To go back and invite additional contributors, or to add your own contribution after sending initial invitations, click on the 'Manage Celebration Activity' tile.

## Success depends on you.

As a manager, you play a very important role in our service anniversary program. Please follow these guidelines to ensure its success:

- Act as your team's primary contact. Serve as a resource for associates with questions.
- Be sure to send out invitations to contribute to Celebration Pages before the deadline noted in the email. If you do not send invitations, they will be pushed automatically to the recipient's team (org unit members) and employees who he or she has recently recognized or been recognized by in Celebrating You.
- Set a good example by taking the time to contribute to team members' Celebration Pages.
- Encourage associates to log on to the Celebrating You website to activate their accounts. (Applause awards issued through Celebrating You cannot be processed unless terms and conditions are accepted prior to the anniversary date.)

## The website.

Employees of The Coca-Cola Company can visit the Celebrating You website to see who is celebrating a service anniversary, post a personal message on a colleague's Celebration Page, and, when applicable, redeem for rewards.

## The employee experience.

With Applause, service anniversaries are recognized in a personal, social way.

At one-, three- and five-plus-year anniversaries, we will celebrate employees with:

- Reward Points that can be redeemed for amazing merchandise, travel and experiences in the Celebrating You online catalog
- Trees planted in their honor
- A personalized celebratory video (formerly reserved for five-plus-year milestone celebrations)
- A personalized digital certificate that will auto-populate on demand from a link in their anniversary celebration email
- At five plus-year (5, 10, 15, etc) anniversaries, employees will also receive an email on their anniversary date prompting them to check out their personal Celebration Page

## Log in.

Log in to Celebrating You seamlessly through Coca-Cola Connect:

Select Pay & Benefits > Rewards & Recognition > Celebrating You

Once logged in, you can access your security settings and set a password to enable you to access the website directly from outside the company network, via a mobile device, etc.

**Please note: It is essential that you and your team members log in and accept the terms and conditions in order to be active in the system and for service anniversary celebrations to be processed appropriately.**



## Best practices.

Follow these tips to keep enthusiasm high and celebrations special:

- Encourage employee participation by participating yourself. Be a consistent supporter of Applause. Enthusiasm is contagious; if you're enthusiastic, your team will be as well.
- Always be available to answer team members' questions promptly or to direct them to the necessary resource.
- Invite as many people as possible to contribute to your team member's Celebration Page to make their milestone even more special.

Thank you  
for your  
participation!