snappy | erin

Powering Seamless, Scalable Rewards in Employee Referral Software

How ERIN Scaled Recognition with Snappy's Gifting API

Executive Summary

ERIN, a leader in employee referral and recognition platform, set out to evolve its recognition program with more personalized, tangible rewards. Previously limited to digital badges and monetary bonuses, the team wanted to surprise and delight users more meaningfully without adding operational overhead.

By integrating Snappy's gifting API, ERIN embedded seamless non-monetary rewards directly into its platform, enabling customers to offer physical gifts and branded swag alongside points and bonuses.

The result? A more dynamic user experience, greater customer flexibility, and an edge in a competitive HR tech landscape.

> "We wanted to engage with someone through their mailbox and Snappy tees that up perfectly," said ERIN's CEO, Mike Stafiej

Company Overview

ERIN connects employees with job openings, enabling organizations to reward referrals and increase employee engagement. The platform also features gamified recognition and communications tools to help build connected workplaces.

Company Size:

30+ employees

Headquarters:

Pittsburgh, PA

Industry:

HR Technology

Platform:

Employee Referral & Recognition

![snappy logo]

Why ERIN Chose Snappy

ERIN had a clear goal: enhance its platform with non-monetary rewards that felt real, memorable, and seamless to send. After evaluating multiple vendors, the decision to partner with Snappy came down to technology and trust. ERIN's CEO, Mike Stafiej, explained, "The Snappy API was easy to implement and incredibly well-documented."

The Snappy API allowed ERIN to deliver multiple rewards without the need to manage shipping, logistics, or fulfillment. This created a full-circle moment of delight for customers and recipients.

> ## "One of the least painful integrations we've ever done"
>
> **– ERIN's CEO, Mike Stafiej**

Integration Highlights

🕐 Timeline:	👥 Team:
A few weeks	**Internal developers with Snappy support**

From kickoff to launch, Snappy's API delivered:

→ **Complete control over campaign design, branding, and budgets**

→ **Clear, well-documented endpoints and capabilities**

→ **Responsive support led by Snappy's partnerships and tech teams**

→ **Seamless user experience from ERIN's platform to Snappy's gifting flow**

Impact on ERIN's Platform

By embedding Snappy gifting, ERIN's customers now have a new way to engage users, celebrate milestones, and reward behaviors.

- Increased engagement in referral campaigns
- Broader usage as gifting expands beyond points into one-off campaigns and swag stores
- Stronger completion rates when gifts accompany bonuses
- Budget controls and campaign-level customization that deliver scalability and predictability

Market Differentiation & Customer Feedback

Snappy gifting helped ERIN stand out to both prospects and at-risk customers. Whether helping new clients launch referral programs or offering added recognition to boost retention, gifting added real value.

> "This has helped us convert customers, create excitement, and reinforce the value of referrals,"
>
> **– ERIN's CEO, Mike Stafiej**

Looking Ahead

ERIN continues to expand its gifting use cases, including:

- Anniversary badges with digital and physical gifting components
- Social-sharing friendly rewards that pair tangible gifts with branded digital moments
- Swag store build-outs for customers seeking turn-key non-monetary options

> "Our customers love the flexibility. With Snappy, they can design programs that feel completely their own, without taking on extra operational work."
>
> **– ERIN's CEO, Mike Stafiej**

> ## "If you're considering a gifting integration with Snappy, do it."
>
> – ERIN's CEO, Mike Stafiej