



Keeping Recognition Personal at Scale

How M Crowd Restaurant Group Celebrates Every Employee



Executive Summary

M Crowd Restaurant Group, a hospitality company known for its warm “La Familia” culture, wanted a recognition solution that could scale alongside its growing workforce while preserving the personal touches that make employees feel valued. In 2021, they launched their first-ever gifting recognition platform with Snappy.

Since then, the company has used Snappy to celebrate employee milestones, birthdays, training achievements, and holidays. All of this was done without increasing HR’s operational workload. The result has been stronger engagement, increased retention, and a deeper sense of belonging across both corporate teams and restaurant staff.

Company Overview

With a family-first culture, many M Crowd employees stay with the organization for 10, 20, and even 30 years. Recognition has always been key to engagement, but before Snappy, the company had no scalable program in place. HR leaders, familiar with the challenges of manual 1:1 recognition, from managing inventory to shipping gifts, sought a sustainable solution that wouldn’t fade into the background as a “flavor of the month” initiative.



Employees:

2,000



Headquarters:

Carrollton,
Texas



Industry:

Restaurant
Hospitality

The Challenges

- No consistent recognition program before Snappy
- Existing tools required inventory, shipping, and storage
- HR bandwidth stretched thin
- Desire for a solution that could scale and still feel personal

The Solution

Snappy provided a platform that automated recognition moments while leaving room for personal touches. The HR team uses Snappy’s Paycom integration to automate milestones and birthday gifting, with employee data flowing securely and seamlessly into Snappy’s dashboard, eliminating the need for ongoing uploads.

M Crowd uses Snappy to celebrate:

- Service anniversaries (10, 20, 25, 30 years)
- Birthdays for all employees
- Manager-In-Training completions
- Spot gifts
- Holiday gifting for all employees

Snappy also supports gifting for fun extras like monthly corporate lunches with spin-the-wheel games, where winners pick M Crowd swag, including socks, t-shirts, and water bottles.





“Once we set up the automation, everything works seamlessly. The fact that we can automate the gift sending is the best. It makes everything so easy.”

— Dina Reed, Director of HR, M Crowd Restaurant Group, Inc.

The Results



The impact has been clear:

-  **Lower turnover:** Regular recognition through gifts has contributed to stronger retention.
-  **High engagement:** Employees frequently mention gifts in engagement surveys.
-  **Positive feedback:** Some gifts, like last holiday season’s branded water bottles, became so popular in the office that employees had to write their names on them to tell them apart.
-  **Operational ease:** Automated programs mean HR sets everything up, and it works seamlessly.

Most importantly, recognition has become more visible across the company. Restaurant staff, who in many organizations are not included in corporate recognition programs, now feel part of the bigger picture. Managers appreciate the program's ease, and HR can demonstrate value through annual reports on employee engagement and gift claim rates.

“I don’t know of any other restaurants that give their employees gifts. It really sets us apart and strengthens our culture.”

— Dina Reed, Director of HR, M Crowd Restaurant Group Inc.

Why Snappy

- Delivered gifts that employees truly use and appreciate
- Eliminated inventory, storage, and shipping headaches
- Provided data and reporting to prove value
- Offered automation for scale, with personal touches still incredibly possible

"At the end of the year, we show all the activity and the claim rates. It's incredibly valuable information. It shows how well it works."

– Dina Reed, Director of HR, M Crowd Restaurant Group, Inc.

Conclusion

Recognition is a constant priority, especially given employee feedback that identifies it as a top need. Moving forward, M Crowd plans to expand the use of Snappy for additional spot recognition moments that align with its "La Familia" culture, ensuring that every employee, from corporate to server, feels seen and appreciated.



Looking to drive safer behaviors and stronger engagement?

Let's build your recognition program together.