



Espresa
Powering Great Workplaces®

Recognition

Avalara

**Momentum by Design:
How LSA Engagement
Fast-Tracker Recognition Results**

Powering Great Workplaces® with Personal Benefits Employees Love

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Enhancing a Proven Employee Program

LSA (2024) + Recognition (2025) – Unified Platform, Powerful Results

Avalara sought to improve their employee experience by introducing a Recognition program, building on the success of their Lifestyle Spending Accounts (LSA). The LSA program launched in January 2024 for 4,900 employees, followed by the Rewards & Recognition program in February 2025, reaching nearly 5,100 employees.

Key Insights from LSA & Recognition Rollout

- ✓ **Improved Administration**
Moved away from low-engagement internal messaging channels and manual spreadsheets for recognition
- ✓ **Year-Over-Year Growth**
Espresa's R&R program spiked adoption with more praise shared in one month than the previous two years
- ✓ **Easy Onboarding**
Recognition was quickly adopted—likely thanks to familiarity with LSA, making it a great 'low-friction adoption' example
- ✓ **Rapid Recognition Adoption**
53% employees engaged within two months—strong early adoption for a new module
- ✓ **Unified Experience = Higher Engagement**
37% employees used both LSA and R&R—showcasing the value of a familiar, unified platform
- ✓ **Two-Way Culture of Recognition**
14% of employees both gave and received recognition—highlighting a strong culture of appreciation



Driving Recognition and Personalized Benefits at Scale

Staggered launches didn't slow Avalara's momentum. By building Recognition on the same platform as LSA, employees quickly embraced both. Familiarity and simplicity fueled fast adoption—nearly half of the workforce engaged in just 60 days.

Two Programs, One Seamless Experience

Lifestyle Spending Account (LSA)



- **Launched:** January 2024
- **Employees Covered:** 4,900
- **Data From:** 2024 Calendar Year

Recognition



- **Launched:** February 2025
- **Employees Covered:** 5,100
- **Data From:** First 60 Days of Program

LSA Program Results (2024 Data)

- **92% MSAT**
 - High satisfaction with flexible, personalized benefits
- **Top Categories (%):**

Category	Percentage (%)
Family	10
Personal	38
Well-Being Marketplace	25
Communications	15
Fun Fund	12
- **Strategic Impact**
 - Set the foundation for Recognition launch
 - Familiar, user-friendly platform drove cross-program adoption
 - Helped establish culture of personal choice and well-being

Recognition Program Adoption (First 60 Days)

53%

Engaged in Program

- Achieved in under 60 days
- Rapid adoption via centralized platform replacing manual systems

45%

Received Recognition

- Peer to Peer or Social
- Over 4,000 messages exchanged, 2x engagement of life cycle of prior manual program

37%

Used Both LSA & Recognition

- Strong cross-program usage
- Unified platform increased visibility and access

14%

Gave and Received Recognition

- Bidirectional use signals cultural shift
- Manager-driven adoption during review cycles boosted impact



"Launching recognition on the same platform as LSA let us move fast and build momentum. We weren't just introducing a new program—we were amplifying a culture of appreciation and engagement with tools our teams were already using."

Nate Dvorak,
VP, Employee Experience, Avalara

Elevating & Adapting the Employee Experience

Why it Worked:

Familiar Tools = Fast Adoption

- LSA primed employees for digital benefits, making R&R adoption frictionless

Unified Experience

- One platform simplified access, driving consistent engagement across programs

Manager Support

- Tied into performance conversations, managers played a key role in reinforcing recognition culture



Espresa is Powering Great Workplaces® with personal benefits people love.

Driving global employee engagement programs, Espresa is inclusively available in all languages, time zones, and currencies. And, with Espresa LSA Plus™, companies can power flexibility and freedom of choice with integrated total well-being, recognition, and community in a single app.

Recognition success started with an LSA program.
Read Avalara's LSA story.



Avalara

Case Study
with Tabitha
Mondragon,
Sr. Director,
Global Benefits

