



Make Work Better



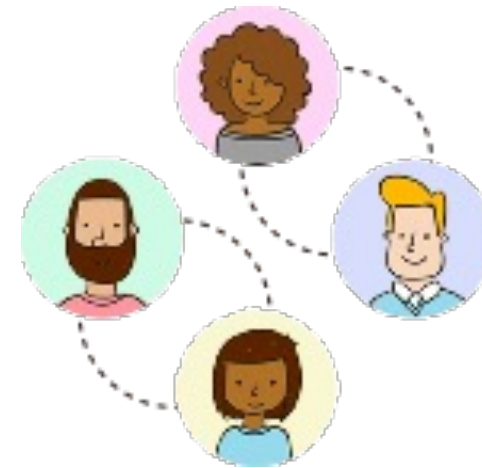


Problem

Engagement is low. Morale is slipping. Culture feels disconnected.



People feel unseen — the **small daily wins** often go unnoticed.



Teams are siloed — **collaboration happens**, but connection doesn't.



Engagement efforts fizzle — **they spike**, then fade away.



Tools sit outside daily — **they don't become part** of everyday life.



When people don't feel appreciated, they disengage — and **culture starts to crumble**.

Solution

To fix engagement, start with recognition.

When people feel appreciated, **they feel connected**. And
when they feel connected, **they engage**.

Peer recognition is the fastest way to spark that
connection — but only if it's **consistent, visible**, and
woven into everyday work.





That's where HeyTaco comes in:

Effortless & visible

Tacos live inside Slack and Microsoft Teams, where work happens.

Daily habit

Everyone gets 5 tacos a day, turning appreciation into a natural rhythm.

Cross-team connection

Recognition flows peer-to-peer, across roles and departments.

Meaningful rewards

Gift cards, custom perks, and team rewards keep it fun without overshadowing gratitude.

HeyTaco makes recognition the heartbeat of your culture — **and engagement grows from there.**



How it Works

HeyTaco makes recognition effortless and fun.

Everyone gets **5 tacos/day** to give to teammates.

- ✓ Tacos appear on leaderboards and can be **redeemed for rewards**.
- ✓ **Daily reset** keeps the habit going.
- ✓ **No extra tools. No logins.** Just gratitude in the flow of work.



Give tacos by tagging someone in the channel(s) HeyTaco is a part of: @Alex thanks for jumping in to help! 🌮



Why it Works

Built on human psychology, HeyTaco is designed to make recognition stick.



Workflow Integration — Lives in Slack and Microsoft Teams

Scarcity — Daily taco limit keeps recognition intentional

Public Recognition — Amplifies impact when others see it

Playfulness — Tacos make gratitude feel fun, not forced

Rituals — Leaderboards, values, milestones build habit

Rewards — Custom, instant, and team-based rewards keep it fresh

The result? A culture where recognition happens naturally — not because it's mandated, but because people enjoy it. With HeyTaco, culture belongs to everyone.

Why This Matters

When people feel appreciated, they do their best work — and stick around.



4.6×

Employees who receive regular recognition are **4.6× more likely** to be engaged (Gallup)

23%

Companies with strong recognition programs see **23% higher** productivity (SHRM / Globoforce)

31%

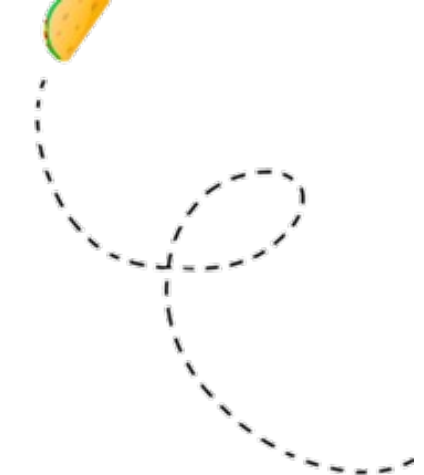
Employees who feel recognized are **31% less likely** to quit (Workhuman)

41%

High-recognition cultures have **41% higher** retention (Deloitte)

5×

Employees recognized weekly are **5× more likely** to feel connected to their culture (Gallup)



Features



Peer recognition that builds a habit.

Public



Recognition happens where
everyone can see it

Daily



5 tacos/day build a consistent
habit

Fun



Makes **appreciation** feel **easy**
and **authentic**



Boost Engagement with Gamification.

Friendly competition drives **team-wide** participation

Customize gamification to reflect **your culture**

Unlock taco levels and work toward the **Hall of Fame**

Leaderboard

Filter: Tacos Given [TRY](#)

Rank	Person	Total Tacos
1	 Ned	102 🌮
2	 Koko	100 🌮
3	 Tilly	36 🌮
4	 Zane	33 🌮
5	 Lars	12 🌮
6	 Fitz	11 🌮
7	 Angus	3 🌮



Celebrate with rewards that fit your team.

Reward Type	Best For	Key Benefit	Taco-O-Meter 
 Custom Rewards	Personalized experiences	Tailored recognition	   
 Collaborative	Team-building activities	Encourages teamwork	    
 Instant Gift Cards	Instant rewards	Hassle-free fulfillment	  

Choose from **custom**, **collaborative**, or **instant** gift card rewards

Control your **budget** and **reward mix**

Meaningful rewards **create lasting memories**



Core values make recognition matter more.

#outstanding



Tilly 12:42 PM

Thanks **Ned** for your **#outstanding** and unwavering commitment to going above and beyond! 🌮
#authenticity #selflessness

#authenticity

#selflessness

Tag tacos with #corevalues to **connect recognition** to what matters

Spotlight values in action through **campaigns & challenges**

Track usage and **celebrate** your **core value** champions



Milestones celebrate special days.



HeyTaco 9:31 AM

🎉 Happy Birthday, **Koko!** 🌮

Wishing you a day full of joy, appreciation, and of course... tacos! Thanks for being an awesome part of the team!



HeyTaco 9:31 AM

🎉 Happy 3rd Workaversary, **Tilly!** 🌮🌮🌮

Thanks for showing up, standing out, and making this place better every day. Let's celebrate your time, your impact, and your excellence!



Automatically **celebrate** birthdays & work anniversaries with **tacos**

Start a taco party — teammates can **add notes** and **tacos**

Flexible: Teammates choose how (or if) they want **to be celebrated**

 Slack only

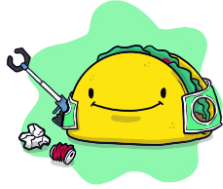
Quests reward the behaviors you value.

Turn what matters into quests —
volunteering, mentoring, wellness challenges, surveys

Teammates **self-submit**, or **nominate** someone (hello, teammate of the month)

Complete a quest, **earn tacos**

10



Complete an hour of community service
Spend some time giving back: food bank, mentoring, park cleanup, anything in your community counts.

Self

8



Finish a book
Read a book cover to cover? Earn tacos for it.

Self

5



Try a new recipe
Cook something you've never made before. Leftovers optional, bragging encouraged.

Self

3



Take a walk during the workday
Step away from the screen for a 15-minute walk. Get those steps in!

Self

10



Learn something new
Take a course, watch a workshop, or read up on a topic outside your usual domain.

Self

5



Meet someone outside your team
Grab 20 minutes with someone you don't normally work with to learn about what they do.

Self



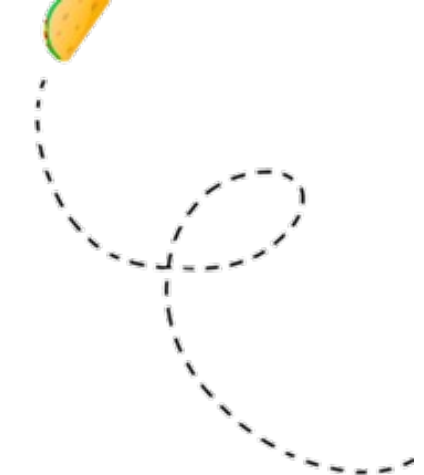
Meet someone outside your team
You'll earn 5 on approval

Who did you meet, and what did you learn about their work?
I met John from accounting and I learned all the cool ways they use AI for expense receipts!

Comment (optional)
John is an AI wiz - go grab coffee with him!

Cancel

Complete Quest

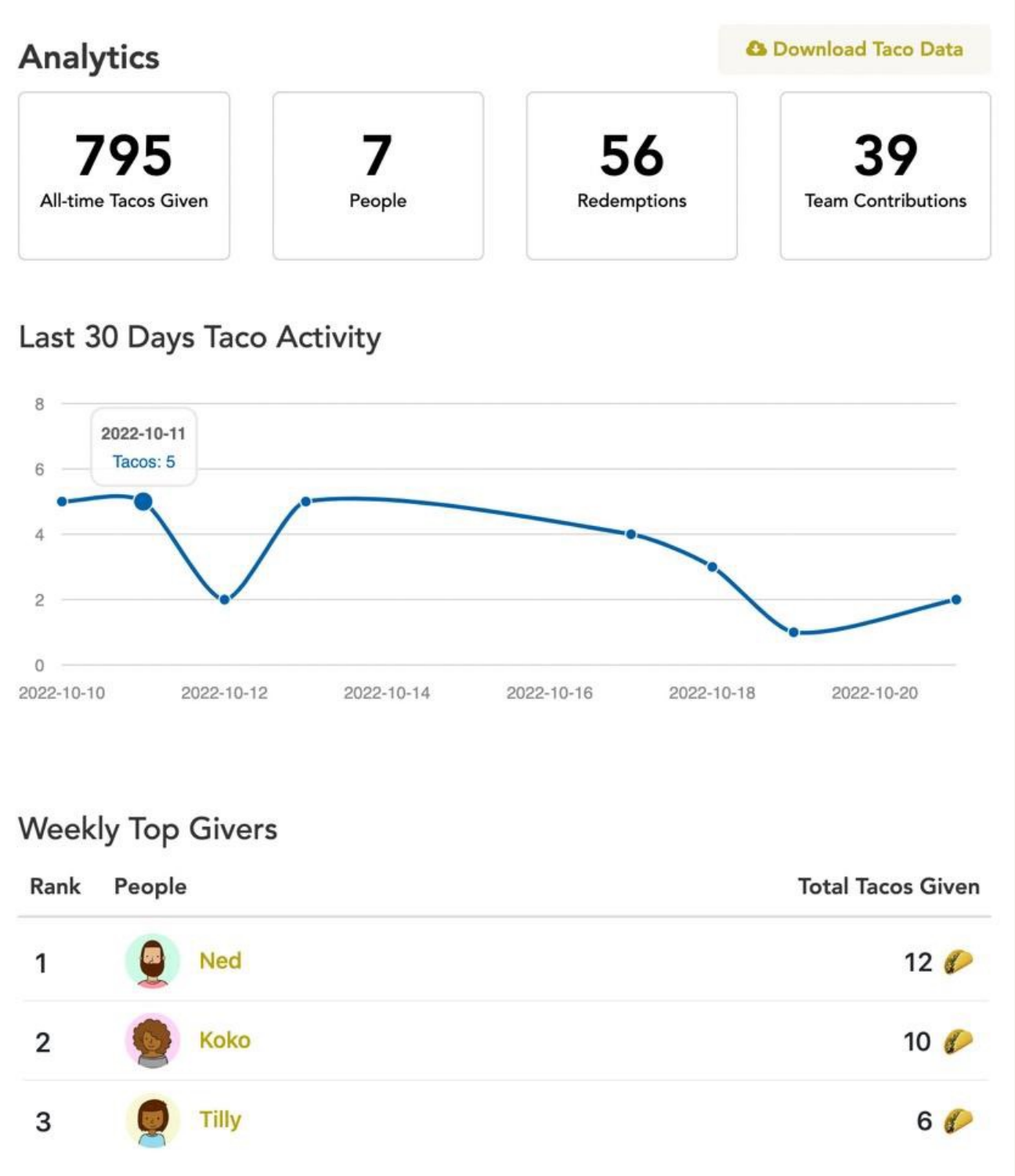


But wait, there is more...



Reporting:

Dashboards & downloads to track recognition



TacoTV:

Broadcast recognition on office displays

 Slack only

The API puts taco data to work.

Pull **live leaderboard data** — given, received, or combined, from today to all-time

Build it into **dashboards, bots,** and your **BI tool**

Personal, **scoped tokens** — admins see and manage every one

GET /leaderboard?type=received&timeframe=month

Rank	Person	Total tacos
1	 Tilly	75 
2	 Fitz	65 
3	 Koko	49 
4	 Angus	35 

Docs at api.heytao.com



How to build a culture of recognition in 3 steps

1

Recognition

Short, sincere, and shared by everyone. Make praise specific, tie it to your values, and keep it flowing daily in the tools people already use.

2

Rituals

Build simple habits that show up on the calendar. Weekly shoutouts, monthly highlights, or manager-led moments in 1:1s — whatever fits each team's vibe.

3

Rewards

Keep it fun, low-pressure, and varied. Mix personal and team rewards, include non-monetary options, and celebrate shared wins together.

Does this Work?

Yes!



10
years.



3,000+
teams.



45+
countries.



Millions
of tacos given.

More badges than
a **boy scout**.





Loved by End-Users and Administrators

I love how HeyTaco encourages peer-to-peer recognition in a lighthearted and engaging way. It has strengthened our team culture and helped everyone feel appreciated.



Leslie G.

The taco system is really fun, and genuinely motivates our team members to acknowledge each other's hard work and contributions EVERY DAY!

Oleg S.

It encourages a culture of gratitude. Small wins and behind-the-scenes efforts often go unnoticed — but with tacos, I can easily give someone a shoutout and make their day.

Bradley B.



I've been using HeyTaco as both an admin and user for our fully remote team, and it's been a fantastic tool for boosting team morale and encouraging recognition across the organization.



Mary C.

The taco awards are a lighthearted and engaging way to recognize peers. It's simple, fast, and creates an instant boost in morale.

Caroline C.



People love getting acknowledged publicly, and it's especially great in remote teams where spontaneous praise is harder to give.

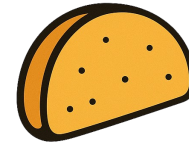
Daniela S.



Pricing and Plans



Classic



\$3 user/month

Includes:

- ✓ Peer-to-peer recognition
- ✓ Custom daily taco limits
- ✓ Unlimited teams, channels, and spaces
- ✓ Customizable leaderboards and Taco TV
- ✓ Taco Shop: create your own rewards
- ✓ Gamification: stickers, levels, and Tacotars
- ✓ Quests 🎮
- ✓ Company/individual insights and tracking tools
- ✓ Integrations with Slack and Microsoft Teams
- ✓ API access 🎮
- ✓ Secure login with SSO
- ✓ World class customer support

🎮 Available for HeyTaco for Slack

Taco Community Favorite

Deluxe



\$5 user/month

Everything in Classic, plus:

- ✓ Automated milestone celebrations (birthdays, work anniversaries)
- ✓ Instant gift cards (2,000+ options in 200+ countries)
- ✓ Dedicated account manager to help you customize, optimize, and scale your recognition strategy



We offer discounts for enterprise teams. Reach out to support@heytao.com



Ready to start building your culture of recognition?

Start your free trial at heytao.com or email [**support@heytao.com**](mailto:support@heytao.com)