

CASE STUDY:

How Outsourcing Program Management and a Program Refresh Boosted Employee Engagement and Participation

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When internal management of their sales rewards and recognition program became challenging, this company turned to Marketing Innovators for help and got a program that did more than reward and recognize: it embodied the company's values.

The Challenge

A worldwide leader in water systems treatment and solutions with more than 700 sales professionals in the U.S. and Canada, the company had run its sales team rewards and recognition program on Marketing Innovators' PPM platform for more than seven years. While managing processes internally, the company experienced administrative personnel turnover that had the unintended consequences of creating information siloes and even the unnecessary manipulation of data by hand, which at times resulted in errors. Eventually it became difficult to create a total and accurate picture of program activity and results.

Program participants grew frustrated, complaints mounted, and participation dropped off. In other words, although the company promoted a culture of being "easy to do business with," its rewards and recognition program was no longer easy for its sales force to do business with. And because program reports sometimes included outdated or faulty information, those reports lacked "integrity," a strongly held company value.

The company decided that these issues required rapid resolution and turned to Marketing Innovators with a request to take over program management.

The Solution


As preparations were made to transfer program management to Marketing Innovators, MI worked side-by-side with the current administrator to smooth reward and recognition program operations and ensure that all program information was current and accurate. In addition, MI realized that the transition presented an opportunity to refresh the program and introduced options that would enhance the site and stimulate program participation.

Within one month, MI took over program management and, with the client's approval, implemented changes that enhanced the look of the platform and its functionality. These changes include:

- Re-branding the program with an updated look and new name
- Single-screen access to program points and standings
- "Where You Stand" leaderboards that give participants real time information on sales activities, their own ranking, and the current top ten dealers
- Functionality that allows participants to filter leaderboard data by month, year and/or region
- Monthly promotions updates on the homepage
- Streamlined Hall of Fame recognition pages that recognize current members and include a click-through to a list of all past members
- A streamlined enrollment page that puts all enrollment information in one place
- Increased gift center offerings that are continuously refreshed
- The addition of e-gift cards, virtually eliminating the lag between reward issuance and redemption

The Results

- The number of active participants has increased by 15 percent and continues to climb
- More than 70 percent of active participants logged in during the first six months of the changeover to MI administration
- Once a participant self-enrolls, the program is fully automated
- Because of the improved communications tools, participant standings and program rankings are more visible and more quickly shared
- Improved teamwork and engagement
- Real-time feedback to program participants
- Data is turned into timely, accurate, and high-utility information that is easy to access
- Positive responses from program participants and franchise owners
- Renewed interest and an ongoing bump-up in participation from a business unit that previously had low participation



"Our culture stresses 'easy to do business with' and also places a high value on integrity. This is relevant certainly with the consumer but more importantly with our franchise dealers and their people. When you look at our rewards and recognition program now, it embodies 'easy to do business with' because it's easier for our sales people to enter their results, they see their results in real time, and they know the information is accurate... it has integrity."

- SVP-Sales

Response from program participants to the revamp has been overwhelmingly positive:

"The program is working really well for us."

"We're happy to have our people in the program. They are motivated by it."

"This has been a great change."

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