

Incentivise Press Coverage

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- Employee Benefits, November '08
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Sales Promotion

Motivating consumers, customers and staff across all media channels

November 2008

Motivation report

Beyond commission

Targeted incentivisation can increase sales by motivating staff to achieve a range of objectives, says John Archibald, Director of Operations at Incentivise, a division of Sigmer Technologies.

Successfully managing sales teams has many challenges. You need to keep your teams enthusiastic and motivated, you have to introduce new products into your offering and ensure that sales staff are knowledgeable and confident. You also need to ensure that the staff of your partners and resellers

understand your products well enough to sell them effectively. The answer to all of these challenges is Incentivisation.

Incentivisation differs from commission in a number of important respects. Commission is the hard cash earned for sales success but, for the average sales person, commission earned goes straight into their bank account unseen and frequently straight out again to pay the mortgage and other living costs. The point is that, except for the lucky few, commission is routine, unremarkable...just another part of earning a wage. Incentivisation offers the opportunity to break that cycle, to reward in a way that is both special and memorable.

Incentivisation sits alongside commission but it is quite separate and, whereas commission rewards for day-to-day sales success, incentivisation rewards for other types of achievement, as well as sales. And the key word is Reward. Rewards are special, tangible, non-cash items that are given outside of the normal sales environment. And it works because they are memorable. Who remembers the £1,000 commission cheque that went to pay off the credit card bill? But everyone remembers the one-off incentives reward that gave them a very special treat.

Rewarding achievement is the goal of incentivisation and to do this an organisation needs to create incentive campaigns to target specific areas of performance and behaviour that require improvement. Incentive campaigns target particular teams or groups of staff, and different roles or grades can be given different challenges and different rewards.

A successful Incentive campaign should follow these three stages:

- Creating opportunities for staff to achieve
- Monitoring staff performance and awarding reward points for achievement
- Providing staff with the ability to spend their reward points on something exciting

In our organisation, we call this process Realise, Recognise, Reward.

So what makes incentivisation schemes effective? From the perspective of senior management, you need a robust and auditable framework for incentivisation that makes the return on investment cycle very clear, demonstrating budget going in at one end to run the scheme and supply the rewards, followed by improved performance and increased sales coming out at the other end. A good incentivisation framework will be transparent, making the performance of each campaign visible.

Operational management needs to be able to reward staff in a clear and tangible way and to see who is earning and, equally importantly, who is not earning. Giving staff the opportunity to earn rewards needs to be simple and straightforward. It shouldn't interfere with the day-to-day work, and it should be easy to create and implement campaigns, as well as monitor and report on them.

From the perspective of staff, they need to have clear goals, understand how to achieve these goals and know what they can earn. For staff, the incentive system needs to have two key elements: a points bank in the style of a normal bank account, where they can see what points they have earned and how to redeem their points; and an integral online shop where they can spend the points they have earned. An effective incentive system should provide both of these essential features.

Central to the whole concept are the rewards. Most organisations will create reward catalogues made up of a specific mix of rewards that reflect the culture and style of the organisation. They will often create multiple reward catalogues so that specific rewards can be made available to specific groups. If reward delivery is high profile, then staff can see who is receiving them and this further motivates others to join in.



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Rewards can take many forms. Here are a few examples:

- Actual goods and items
- Vouchers for supermarkets and high-street shops
- Vouchers for experience related outings
- Additional annual leave, flexi-time credits or other organisational benefits
- Vouchers for further education, training, childcare etc.

Targeted incentivisation can be used in addition to regular commission to help Sales Managers raise the game of their sales staff in fun and engaging ways. Incentive campaigns can address specific challenges that would be intractable through standard methods, and they have the flexibility to be tailored to appeal to specific groups or teams. Above all, incentivisation is a highly cost-effective and enjoyable way of improving sales performance, from which everyone in the organisation can benefit.



November 2008

Employee Benefits Report for Financial Directors

Fine tune sales pay to boost profits.

Report investigating incentivisation compensation management, which includes quote from John Archibald, Director of Operations at Incentivise:

“It's vital that they have a robust and auditable framework for incentivised packages so everything is accountable and you see a paper trail. There are huge amounts of management information produced by ICM systems, so you can see at different levels in organisation who is producing what and who should be producing and isn't.”



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Sales Promotion

Motivating consumers, customers and staff across all media channels

October 2008

New web-based system goes online

A new web-based system, called Incentivise, has been launched to help organisations improve staff performance.

Sigmer Technologies is targeting it at marketing, sales, HR and operations for reducing staff attrition and increasing productivity, motivation and performance for individuals and teams by improving product knowledge and internal communications.

It allows for the creation and management of multiple incentive campaigns, with a measurable way to motivate and reward staff in both the short and long term. The "Realise, Recognise, Reward" approach motivates employees to improve and shows them the benefit link between achievement, performance and reward.

Staff can spend points they have earned in an integrated online shop or on predetermined goods and vouchers. Special reward catalogues can be created for different roles or teams.

Staff can also choose to be rewarded in the form of organisational benefits such as flexi-time credits or additional annual leave or added to the salary as cash. Customers can integrate an incentive system with their existing incentive schemes and it can also be extended to outsourced partners and third-party organisations.



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Call Centre Focus

THE UK'S NO1 CUSTOMER CONTACT TITLE

October 2008

Rewards & Motivation Supplement - Encouraging Your Agents to Achieve Success

Performance Means Prizes

Trying to choose the right incentive scheme to motivate your workforce can seem a little overwhelming. Before you even start deciding whether to opt for gift cards or online points systems, you need to understand what the right motivation is for your team, taking into account factors such as age, interests and ease with technology. Putting together an incentive scheme to motivate each and every one of your employees may be a difficult task - but it's not an impossible one...

Online points schemes

For the more technology-savvy call centre employee base, an online bonus scheme could be the perfect solution to motivate your staff. These systems are often flexible enough to allow staff to do whatever they like with the point they have accumulated - they can be spent on predetermined goods or vouchers relevant to the company, added to the salary in cash, or even used as flexi-time or extra holiday.

Technology provider Sigmoid produce one such programme, appropriately named Incentivise. Their system is online, and allows every member of staff to see the rewards they have earned and the rewards they could be earning in the future. The system also allows multiple campaigns to run simultaneously and lets managers set up new incentive schemes within a few minutes.

John Archibald, Director of Operations at Sigmoid Technologies, says: "Our vision for Incentivise was to enable managers to not only reward for sales performance, but also for learning achievements and behavioural improvement - this is essential in any customer service environment.



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"We also felt that an online incentives system needed to be transparent and accountable. We have therefore tried to create a comprehensive level of management information in an auditable environment, with facilities to monitor and report on the success of campaigns."

Clearly one huge advantage of an online system such as this, and the plethora of other similar programmes, is that it allows staff to decide for themselves how they want to be rewarded. It is also a more concise and measurable means both for employees to track their own progress, as well as for a manager to follow the achievement of their team.

Article continues...

Case Study: Reach for the Sky

When Sky was looking for a new incentives programme to boost product knowledge, it lighted on an online reward scheme to focus agents' minds.

Sky conceived the idea of motivating contact centre staff to increase their product knowledge levels through learning, and to motivate staff to stay with Sky by rewarding them for their achievements. The company called the scheme 'Focus'.

Focus works by rewarding staff for learning accomplishment and product knowledge levels, not just sales achievements. Staff are also rewarded points for workshop attendance and demonstrating a willingness to learn more about the channels and products.

Staff can view their points balance in their own private Focus bank-style account. Once an employee has earned points, they are redeemed via an integrated online shop. Points are exchanged for gifts, such as high street gift vouchers, iPods, and Sky's own branded merchandise. Rewards are allocated varying numbers of points to reflect their value. Individuals can create wish-lists and the system will track these and advise staff when they are close to achieving their desired items.

The Focus Scheme has provided proven success in a number of business areas, including:

Staff attrition: Staff now become involved in the Focus scheme during recruitment, and it is a standard part of the daily working routine for customer service staff. With constantly refreshed content holding the interest of staff as they look to see the rewards they have earned and the campaigns they could be participating in.

Increased productivity and motivation: As many Focus incentive campaigns are run throughout the year, customer service staff are motivated to access Focus on a daily basis. Focus has created a culture and mind-set that reflects Sky's vision and values and in doing so it has raised overall performance and productivity.

Improved employee performance: Team performance is equally as important as individual performance, so campaigns will incentivise team managers as well as agents. Focus also supports the effects of peer pressure on the performance of individual agents; agents quickly see who the high achievers are, and this inspires them to accomplish more.

Sheila Stirling, Head of Focus at BSkyB, comments: "The Focus Scheme couldn't exist without Sigmoid. It allows us to easily measure the performance of every member of staff at any time. The website ensures that it's quick and easy to communicate last-minute updates to multiple scheme members."



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sales **force**

First for IT Sales

October 2008

News briefs

Sigmer Technologies has just launched Incentivise, aimed at making an "immediate and sustained improvement" in all areas of staff performance including product and process knowledge, sales performance and customer service. See www.sigmer.com.

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helper .com

The UK's most popular online call centre magazine

24 Sep 2008

Main News Page:

[Launch of staff incentivisation product](#)

Sigmer Technologies has launched Incentivise. ([more...](#))

Launch of staff incentivisation product

Sigmer Technologies has launched Incentivise.

Incentivise is an all encompassing incentivisation system aimed at helping organisations find an immediate and sustained improvement in all areas of staff performance including product and process knowledge, time and attendance and behaviour, sales performance and customer service.

Supporting achievement in both learning and performance-based activities, Incentivise is a web-based solution used by HR, Sales, Marketing and Operational divisions in order to reduce staff attrition, and increase productivity, motivation and performance for both individuals and teams by improving product knowledge and internal communications.

From initial concept through to deployment and launch, Incentivise brings the benefits of incentivisation in a groundbreaking package that is easily deployable, allowing the simple creation and management of multiple incentive campaigns. Incentivise provides a robust, auditable environment in which to motivate and reward staff in both the short and long term.

The unique Realise, Recognise, Reward approach of Incentivise motivates employees to improve, and shows them the benefit link between achievement, performance improvement and reward. At the 'Realise' stage, a manager will establish achievement goals in areas of performance such as compliance, customer service, sales, time, attendance and behaviour. The 'Recognise' phase converts achievement into reward, allocating points or instant rewards to reflect the value of achievement. The 'Reward' stage is where staff can spend the points they have earned, in the integrated on-line shop, on pre-determined goods/vouchers appropriate to the campaign or company and special reward catalogues can be created for different roles or teams. Staff can also choose to be rewarded in the form of organisational benefits such as flexi-time credits or additional annual leave or added to the salary as cash.

For the first time, customers can integrate an incentive system with their existing incentive schemes. Users can also uniquely extend Incentivise to outsourced partners and third party organisations, so that every external agent promoting the company's products can improve on their performance and learning in the same way as internal staff.

John Archibald, Director of Operations, Sigmoid Technologies Ltd, commented: "Our vision for Incentivise was to enable managers to not only reward for sales performance, but also for learning achievements and behavioural improvements; essential in any customer service environment. We also recognise that an incentivisation system needs to be transparent and accountable. Incentivise therefore provides a comprehensive level of management information in an auditable environment, with facilities to monitor and report on the success of campaigns."

Budget holders can use Incentivise reporting to see how the budget is being spent, who is being incentivised and the achieved change in performance, through the reporting of KPIs and metrics.

Filed under: [News](#)

URL: <http://www.callcentrehelper.com/launch-of-staff-incentivisation-product-2152.htm>.



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Sales Promotion

16th September 2008

Homepage:

News: Sigmer unveils new web-based incentive system

A new incentivisation system that helps organisations to improve staff performance is being launched at Call Centre Expo today by Sigmer Technologies.

Called Incentivise, the web-based solution helps to boost employees' product and process knowledge, time and attendance behaviour, sales performance and customer service.

Targeted at marketing, sales, HR and operations, it aims to reduce staff attrition and increase productivity, motivation and performance for both individuals and teams by improving product knowledge and internal communications.

It allows for the creation and management of multiple incentive campaigns, with a measurable way to motivate and reward staff in both the short and long term.

The "Realise, Recognise, Reward" approach of Incentivise motivates employees to improve and shows them the benefit link between achievement, performance improvement and reward.

At the "Realise" stage, a manager will establish achievement goals in areas of performance such as compliance, customer service, sales, time, attendance and behaviour.

The "Recognise" phase converts achievement into reward, allocating points or instant rewards to reflect the value of achievement.

The "Reward" stage is where staff can spend the points they have earned, in the integrated online shop or on pre-determined goods and vouchers appropriate to the campaign or company. Special reward catalogues can be created for different roles or teams.

Staff can also choose to be rewarded in the form of organisational benefits such as flexi-time credits or additional annual leave or added to the salary as cash.

Customers can integrate an incentive system with their existing incentive schemes. Users can also extend Incentivise to outsourced partners and third-party organisations, so that every external agent promoting the company's products can improve their performance and learning in the same way as internal staff.

John Archibald, director of operations at Sigmer Technologies, said: "Our vision for Incentivise was to enable managers to not only reward for sales performance, but also for learning achievements and behavioural improvements – essential in any customer service environment.

"We also recognise that an incentivisation system needs to be transparent and accountable. Incentivise therefore provides a comprehensive level of management information in an auditable environment, with facilities to monitor and report on the success of campaigns."

Budget holders can use Incentivise reporting to see how the budget is being spent, who is being incentivised and the achieved change in performance, through the reporting of key performance indicators and metrics.

Call Centre Expo takes place at Birmingham NEC today and tomorrow.

Website link: <http://salespromo.co.uk/article/707>



16th September 2008

Incentivise Boosts Learning, Performance and Behaviour

Sigmer Technologies launched a 'groundbreaking staff incentivisation product' for sales teams at Call Centre Expo on 16 September.

Called Incentivise, the product aims to help organisations 'find an immediate and sustained improvement in all areas of staff performance', including product and process knowledge, time and attendance and behaviour, sales performance and customer service.

Learning and performance

The web-based solution is designed to supporting achievement in both learning and performance-based activities, and be used by human resources (HR), sales, marketing and operational divisions to reduce staff attrition. Sigmer also claims it increases productivity, motivation and performance for both individuals and teams by improving product knowledge and internal communications.

Sigmer says Incentivise is easily deployable, allowing for simple creation and management of multiple incentive campaigns, in a robust, auditable environment.

Realise, Recognise. Reward

Its 'Realise, Recognise, Reward' methodology motivates employees to improve, and shows them the benefit link between achievement, performance improvement and reward.

At the **Realise** stage, a manager will establish achievement goals in areas of performance such as compliance, customer service, sales, time, attendance and behaviour.



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The **Recognise** phase converts achievement into reward, allocating points or instant rewards to reflect the value of achievement.

The **Reward** stage is where staff can spend the points they have earned, in the integrated on-line shop, on pre-determined goods/vouchers appropriate to the campaign or company, with special reward catalogues able to be created for different roles or teams. Staff can also choose to be rewarded with organisational benefits such as flexi-time credits, additional annual leave or added salary.

Director of operations John Archibald told *ModernSelling.com*: 'Our vision for Incentivise was to enable managers not only to reward for sales performance, but also for learning achievements and behavioural improvements; essential in any customer-service environment.'

He added: 'We also recognise that an incentivisation system needs to be transparent and accountable. Incentivise therefore provides a comprehensive level of management information in an auditable environment, with facilities to monitor and report on the success of campaigns.'

Budgets

Budget holders can use Incentivise reporting to see how the budget is being spent, who is being incentivised and the achieved change in performance, through the reporting of key performance indicators and metrics.

Unique features

Incentivise claims to be the only solution available that can:

- reward staff for multiple achievements, including learning, performance and behaviour;
- generate sophisticated reports for monitoring and auditing campaign success levels;
- extend to third parties, such as partners and resellers;

- support ongoing training for long-term knowledge retention;
- simultaneously manage multiple incentive schemes;
- accommodate and integrate with existing incentive schemes; and
- be used at all management levels, from operational to strategic.

Sky case-study

Sky is the UK's largest digital television platform. Contact-centre staff play a vital role in the business as they are at the frontline of the company's image. Sky wanted to improve agent knowledge of their complex blend of channels, and required a system that would manage the incentivisation of over 9,000 contact centre staff, rewarding them for achievements in learning as well as productivity.

Sigmer has been working with Sky for over five years delivering Focus – Sky's 'learn-to-earn' web-based staff incentive scheme – to UK contact centre staff and to outsourced partners in other countries.

Head of Focus at BSKyB, Sheila Stirling said: 'The Focus Scheme couldn't exist without Sigmer. The system allows us to easily measure the performance of every member of staff at any time. I hadn't envisaged how quick and easy it is to communicate last-minute updates to multiple Focus members.'



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URL: <http://www.modernselling.com/motivation-incentives-hospitality/sigmer-technologies-incentivise.aspx>
