



incentivise
 INCENTIVE MANAGEMENT SYSTEM
 realise • recognise • reward

Do you want to improve staff morale, maximise their potential AND increase customer satisfaction levels?



sky
Case Study
 Already a proven success with Sky and 9,000 of it's contact centre staff.
 See reverse for Sky case study.

realise • recognise • reward

Supporting achievement, learning and performance-based activities, Incentivise is an all encompassing solution for organisations that want to see an immediate and sustained improvement in agent knowledge, behaviour, sales performance and customer service.

From initial concept through to launch, Incentivise allows the simple creation and management of incentive campaigns, and provides a robust, auditable environment in which to motivate and reward staff, bringing the benefits of incentivisation in an easily deployable package.

Our approach to incentivisation

Our unique Realise, Recognise, Reward approach motivates employees to improve, and shows them the benefit link between achievement, performance improvement and reward.

- Realise** Establish achievement goals targeting learning, performance, compliance, service and behaviour
- Recognise** Convert achievement into reward, allocating points or instant rewards to reflect the value of achievement
- Reward** Points are spent on pre-determined goods/vouchers appropriate to the campaign or company and also in the form of organisational benefits, such as flexi-time credits or annual leave; or added to the salary as cash

Accountability is key to success

Incentivise provides sophisticated reporting facilities and comprehensive management information, with facilities to report on campaigns targeting both internal staff and those of outsource partners and 3rd party organisations.

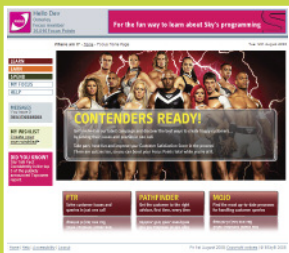
Incentivise unique features

- reward staff for multiple achievements, including learning, performance and behaviour
- sophisticated reporting facilities allow transparent & effective campaign management
- 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
- can be used at all management levels, from operational to strategic



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Sky is one of the world's leading digital entertainment providers, and is the U.K.'s largest digital television platform. At the frontline of the company's image, Sky contact centre staff play a vital role in the business.



About Sky's Focus incentive scheme

Sky wanted to improve agent knowledge of their complex blend of products, 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.



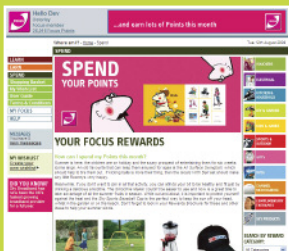
Sigmer has been working with Sky for over 5 years delivering Focus, a 'learn to earn' web-based staff incentive scheme that rewards individuals and teams for their achievements, and allows Campaign Managers to create custom incentive campaigns targeting specific aspects of behaviour, performance or knowledge.

Rewards with a difference

Focus differs from other incentive systems because it also rewards staff for learning accomplishment and product knowledge levels, not just for sales achievement. Staff are also rewarded for workshop attendance and demonstrating a willingness to learn more about the offerings.



Once an employee has earned points, they can be redeemed via an integrated online shop. Points are exchanged for gifts, such as high street gift vouchers, iPods and Sky's own branded merchandise.



Managing Focus

Multiple incentive campaigns can run simultaneously, and our unique Audience Management system ensures staff are clear about which campaigns they can participate in.

“The Focus Scheme couldn't exist without Sigmer. It allows us to easily measure the performance of every member of staff at any time.”

Sheila Stirling, Head of Focus, BSkyB

The benefits

- Consistently higher performance rates and measurable impact on sales
- Improved staff retention and morale
- Improved quality of service resulting from increased communication flow and level of agent product knowledge
- Ability to separately manage a number of bespoke incentive schemes and promotional campaigns
- Ability to carry out research into individual motivation and attitudes towards Sky
- Advanced dynamic reporting allowing freedom to access information when needed

