



incentivise

INCENTIVE MANAGEMENT SYSTEM

realise • recognise • reward

NEWS



Welcome

Welcome to the Second issue of the Incentivise Newsletter! It wasn't quite the BBQ friendly summer we were predicted and although June/July witnessed some incredibly hot and sunny days; all we can say is what happened to August as we embrace the start of autumn. In this edition we look at how to combat Absenteeism and the cost of Attrition to your company. We also present to you our opinion on the Commission v Incentives debate. Enjoy!

CLARE BALDOCK SALES & MARKETING ASSISTANT

INCENTIVISATION:

How to combat Seasonal Absenteeism



Seasonal Absence Syndrome. It sounds more like a made up term than something to be taken seriously, but, it defines a common problem affecting many UK businesses. To put it simply - whether it's the first fall of snow or the hottest day of the year, absence rates can increase significantly in relation to the weather.

How do you encourage employees not to take days off for no reason other than the weather is favourable, particularly when you already pay them to come to work? Do you adopt a 'stick' approach and refuse to pay sick pay for the first few days and risk penalising those that are genuinely ill. Or do you adopt a 'Carrot' approach and reward for good attendance? Or both?

Read the full article and our white paper about the best ways to tackle absence rates at www.incentivise.com/absence

INCENTIVISATION:

Could you get more from your Field Force?

Need to get your field staff working more effectively? Our Incentivise product can help you improve individual and team performance as well as encouraging team working and sharing best-practice.

In the daily challenge of getting the right number of qualified staff to the correct places it is often difficult to get time to promote core team values. When they are out on the road, out of sight, it is only personal incentives that will keep them focused on personal performance and on the key messages and behaviours that you wish to promote.

Through targeted incentive campaigns, Incentivise allows you to motivate field staff to hit those KPIs,



share knowledge and support their peers in an easy to manage way.

Read the full article including case studies, how incentivisation works, and what makes incentive schemes effective online at - www.incentivise.com/fieldforce

In this issue

- Combat Seasonal Absenteeism.
- Could you get more from your Field Force?
- Getting the best from your Sales Teams.
- Calculate the Cost of Staff Attrition in your company.
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Heineken UK (Ltd).

Sigmer have developed a unique incentivisation solution for Heineken UK to help their contact-centre staff promote a major new campaign. Using our successful Incentivise platform we have developed a multi-activity incentive campaign that rewards agents for operational performance and for learning achievement.

Integrating with other systems, agent achievement data is automatically credited to the agent's Incentivise points account while the Incentivise learning environment allows agents to undertake daily learning activities.

Incentivise is a comprehensive framework delivering incentivisation to over 200 of Heineken UK's key contact-centre staff.



INCENTIVISATION:

A Perfect Partner for Commission

Use incentivisation to boost the performance of your sales teams or to get non-sales staff selling effectively. Normally commission is the 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 and unremarkable, just another part of earning a wage. Incentivisation differs from commission in a number of important respects.

Incentivisation offers the opportunity to break that cycle, to reward in a way that is both special and memorable. 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. It is also very appropriate as a reward for non-sales staff for whom selling may not be a core activity.

Read the full article including case studies, how incentivisation works, and what makes incentive schemes effective online at – www.incentivise.com/commission

Above all, incentivisation is a highly cost-effective and enjoyable way of improving sales performance, from which everyone can benefit.



It's that time of year again!

We are exhibiting at Call Centre Expo at the NEC in Birmingham.

After our fantastic success at the show last year we are going back to demonstrate how incentivisation can help companies successfully tackle a number of challenges from improving operational performance, reducing costs and hitting those all so important organisational KPIs.



INCENTIVISATION:

Calculate the Cost of Staff Attrition in your company



The current economic climate would seem to have led to a reduction in the general rate of staff attrition but there will come a time however, when staff who have waited out the downturn feel safe to move on. The hard and soft costs of attrition are considerable and that is one reason why businesses are turning to incentivisation as a means of retaining staff and breaking the circle of recruit, train, loose.

Use our online staff attrition calculator to help you establish how much staff turnover is costing your organisation at present and how much it could cost you in the future. The calculator includes the costs of staff turnover, recruitment and training as part of the overall cost of staff attrition. The calculator will also enable you to see potential savings for every percentage reduction in staff turnover.

Use the calculator now online at – www.incentivise.com/attrition

Reward Survey

Many companies offer rewards for achievement but what make the best rewards?

Some rewards are just right, for others it could send the wrong messages. Please help us to find out what works for you - and what doesn't - Give us your opinion in 4 quick questions on our website at

incentivise.com/rewardsurvey