

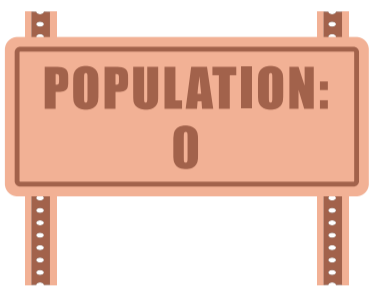
HOW TO FIX A FAILING INCENTIVE PROGRAM



1. THE PROGRAM IS TOO BURDENSOME TO MANAGE.

CAUSE: The incentive program wasn't structured correctly in the beginning, or did not utilize software and tools that made the program easy to manage.

SOLUTION: Implement efficient incentive program software with sales claims validation, reward fulfillment, sales tracking, customer data clean-up, participant group segmentation capabilities and more.



2. YOU SENT INVITATIONS TO YOUR SELECTED PARTICIPANT GROUP, BUT THEY AREN'T ACTIVATING THEIR ACCOUNTS.

CAUSE: Your messages or value proposition aren't clear to participants, or you're not connecting with them the right way.

SOLUTION: Use incentive software with a multi-functional communication tool, so you can deliver diverse messages through multiple mediums, including texts, emails, program website content and more.



3. PARTICIPANTS ARE REGISTERED BUT INACTIVE IN THE INCENTIVE PROGRAM.

CAUSE: Your value proposition isn't clear, or you're not connecting with participants the right way.

SOLUTION: Use incentive software with a multi-functional communication tool, so you can deliver diverse messages through texts, emails, program website content and more.



4. PEOPLE ARE ENGAGED, BUT THE IMPACT ON THE BOTTOM LINE ISN'T SIGNIFICANT ENOUGH.

CAUSE: Program goals weren't specific, measurable, achievable, realistic and timely.

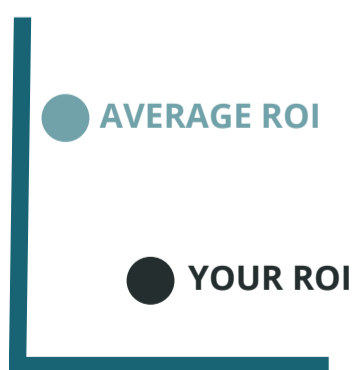
SOLUTION: Set goals directly tied to your latest sales, marketing, customer loyalty or channel partnership objectives.



5. NO ONE KNOWS WHAT IMPACT THE PROGRAM IS HAVING ON THE COMPANY.

CAUSE: You're either missing a formal ROI measurement process, or no one is taking accountability for reporting on progress.

SOLUTION: Use incentive software that provides activity reports and analytics.



6. THE INCENTIVE STRATEGY ISN'T ACHIEVING ROI, OR ISN'T MEETING EXPECTATIONS OR BENCHMARKS.

CAUSE: Your initial goals may have been misguided, or based on an incorrect hypothesis.

SOLUTION: If one incentive strategy doesn't meet expectations, regroup with your incentive program account managers to develop new tactics from reports and data.

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