

AWARDS NETWORK™

awards worth remembering

TOP TEN IDEAS TO FRESHEN UP YOUR EMPLOYEE INCENTIVE PROGRAM & MAKE IT A SUCCESS

Presented by: Amy Trueblood

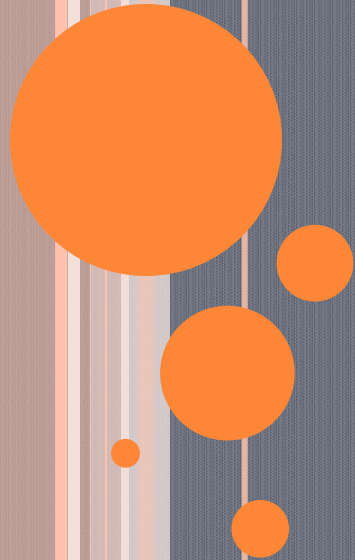
WHY CHANGE UP INCENTIVES?

Keep program relevant

Simplify with updated technology

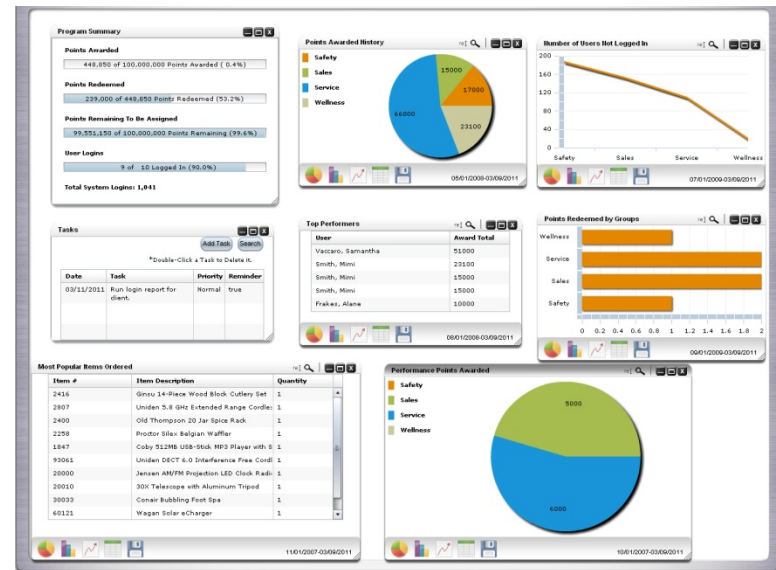
Reward & recognize for special occasions

Increase program ROI

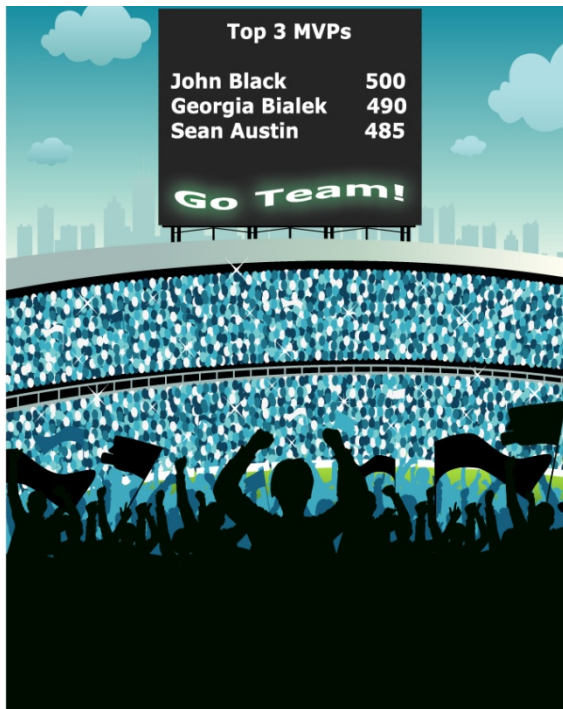


START TRACKING POINTS EARNED ONLINE

- Eliminate need for keeping point receipts and detailed spreadsheets
- Run reports easily and download them into spreadsheets if needed
- System keeps track of points earned, spent and available to spend for all participants



INCORPORATE A LEADER BOARD SYSTEM



- Can be individual or team based
- List out the top 10 or everyone in the program
- Adds friendly competition
- Lets people know how they are doing compared to peers
- Instantly updates if new goals are met

RUN A SHORT TERM PROMOTION

- Raise awareness
- Boost short term results
- Examples:
 - Sales contest
 - Wellness event
 - Customer service competition

OPEN DOOR
FAMILY MEDICAL CENTERS
Building Strong, Healthy Communities

Step 2: Take Two!

Hi Alexander,

Now that a new quarter has started, we have a new

GREEN POWER CHALLENGE

Welcome to the Green Power Challenge, Dan Zeppers!

You are eligible to earn DOUBLE points for each successful Green Power Program sign up during first quarter 2012!

- Points will be posted to your personal rewards account!
- Redeem points for brand name merchandise rewards!

MOVADO KEURIG COBRA

125 POINTS! Step 2 Take Two! April 2 - June 30, 2012

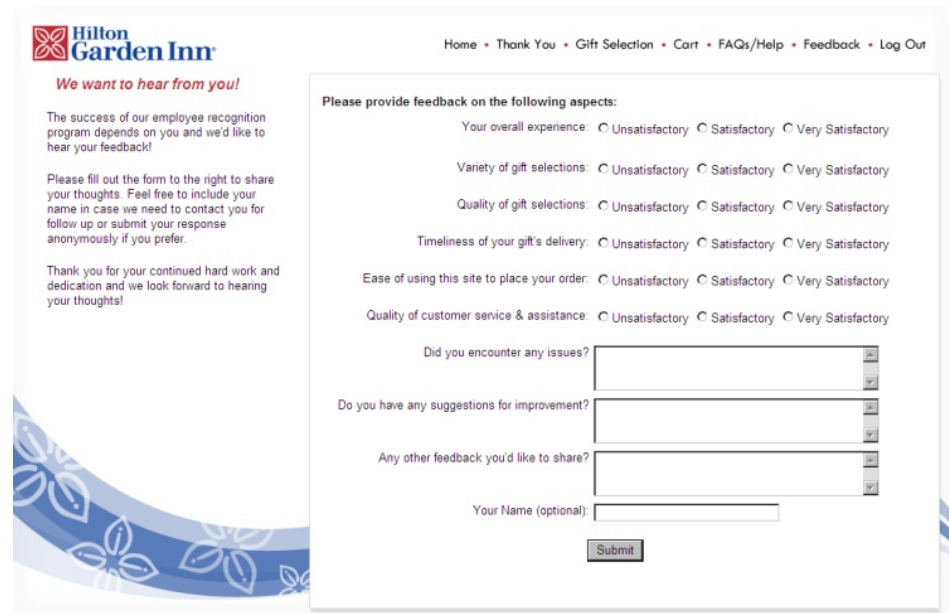
1. Participate in the 6-week VIVAWELL program. Starts April 9th! - Details and important dates are on the AWARDS NETWORK site under the VivaWell tab. Log on today - Don't wait!!
2. Participate in 1 of the 3 educational health improvement seminars. Seminar dates and topics can be found and added to your calendar through the AWARDS NETWORK website under the Seminars tab!

green power
A PROGRAM OF
PUGET SOUND ENERGY

VISIT THE REWARDS WEBSITE AT:
www.selectgiftplan.com/psegreenpower

ADD A FEEDBACK FORM

- Ask employees what they think
- Use results to improve the program next year
- Keep the form short
- Reward people whose ideas are implemented



The screenshot shows a feedback form for Hilton Garden Inn. The form is titled "We want to hear from you!" and includes a message from the company. The feedback questions are:

- Your overall experience: Unsatisfactory Satisfactory Very Satisfactory
- Variety of gift selections: Unsatisfactory Satisfactory Very Satisfactory
- Quality of gift selections: Unsatisfactory Satisfactory Very Satisfactory
- Timeliness of your gift's delivery: Unsatisfactory Satisfactory Very Satisfactory
- Ease of using this site to place your order: Unsatisfactory Satisfactory Very Satisfactory
- Quality of customer service & assistance: Unsatisfactory Satisfactory Very Satisfactory

There are three text input fields for:

- Did you encounter any issues?
- Do you have any suggestions for improvement?
- Any other feedback you'd like to share?

There is also a text input field for "Your Name (optional)" and a "Submit" button.

HAND OUT INSTANT POINT REWARDS

- Lets employees post points earned directly into their personal account
- Managers and supervisors can distribute
- Easy to budget
- Can become a collectible for employees

MANAGERS SPOT AWARD

self motivation
loyalty
respect
passion
positive attitude

PICERNE MILITARY HOUSING

Thank you for your commitment to putting Families First™

Go to www.selectgiftplan.com/picerne. Enter the code below to deposit 5000 points into your account.

Dear Alexander,
Congratulations! You received a Gold Star from Sample Name and 1,000 points have been added to your account. You now have 50,000 to spend.

Nomination Explanation: This one is going to be hard to explain in one service Promise when she covered so many. I had a situation that I needed attention with a Mortgage payment. This was not an easy fix MF had to be contacted a few times before the fix was resolved. Our member was upset so I was anxious to get this resolved and be able to notify the member that the problem was fixed. Mindy took ownership she communicated with me in a professional manner and she offered solutions. This was not a unique mortgage problem and mindy went above and beyond to get this resolved for me. staying in touch with me along the way so I could touch base with our member. It took a few days of constant contact between mindy and MF to get the problem resolved. And of course her emailing me to keep me informed. I appreciated Mindy taking ownership and getting this worked out and we were able to keep our member happy and all worked out perfectly! Thank you Mindy!

Please visit www.selectgiftplan.com/gccou and log in with the username and password below to submit your own gold star nominations, track your awards and browse the online memorabilia catalog!

Username: demo Password: account

1000 POINTS
Alexander Hamilton
Gold Star

1,000
THIS IS NOT LEGAL TENDER AND CANNOT BE USED AS SUCH
Alex Hamil
VP of Human Resources
1,000
SPOT RECOGNITION AWARD
Emily Hahn
President
1,000
Code: 9and7sk34hd97wnk
Website: www.selectgiftplan.com/sample

BEGIN SENDING eCARDS



- Make available for managers only or for everyone
- Create a library of eCards for any situation
- Log into an account and select who the eCard should go to and what design/message to include

RECOGNIZE EMPLOYEES ON THEIR ACTUAL BIRTHDAY AND ANNIVERSARY

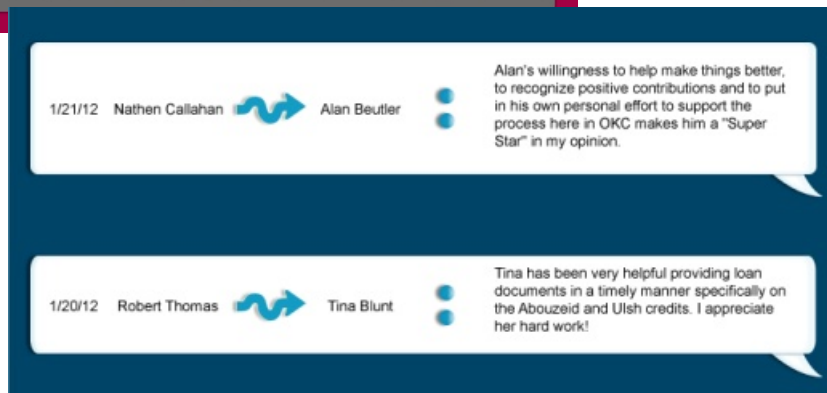
- Automate the emails by entering date of hire and birth date into system
- Customize and personalize
- Couple with points or just send the notice



START A SOCIAL RECOGNITION PROGRAM

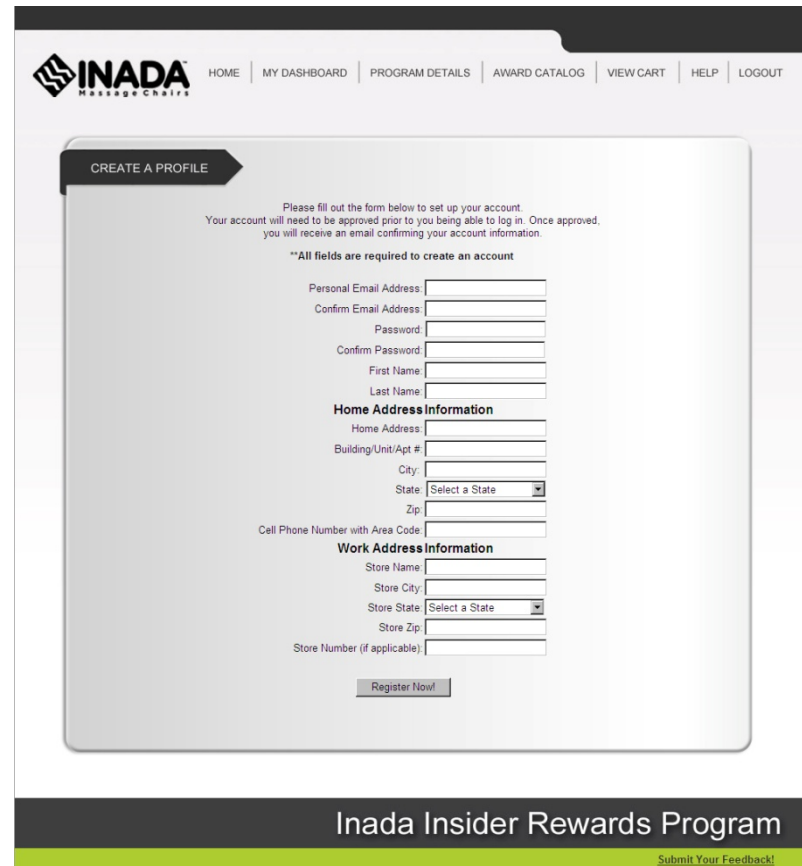
The screenshot shows the 'Peer-to-Peer Recognition Nomination Form' for Golden Valley Bank. It includes fields for 'Nominee Name', 'Number of Points Recommended' (with a range of 1,000 to 2,500), and 'Accomplishment'. Below these are category options: 'Thank You', 'Outstanding Performance', and 'Customer Service'. Each category has several award card icons to choose from. A 'Submit' button is at the bottom of the form area.

- User-budgeted or approval process
- Employees give recognition and rewards to anyone in the company
- Participants select from customized award cards to send to nominee
- Nomination feed lets people see what others are saying about co-workers



LET EMPLOYEES REGISTER FOR THEIR OWN ACCOUNTS

- Employees fill out a short form
- Account is set up immediately or can go through approval process first
- Helps to keep accounts updated consistently



The screenshot displays the 'CREATE A PROFILE' registration form on the INADA Message Chairs website. The form includes the following fields and sections:

- Navigation:** HOME | MY DASHBOARD | PROGRAM DETAILS | AWARD CATALOG | VIEW CART | HELP | LOGOUT
- Form Title:** CREATE A PROFILE
- Instructions:** Please fill out the form below to set up your account. Your account will need to be approved prior to you being able to log in. Once approved, you will receive an email confirming your account information.
- Required Fields:** *All fields are required to create an account
- Personal Information:** Personal Email Address, Confirm Email Address, Password, Confirm Password, First Name, Last Name
- Home Address Information:** Home Address, Building/Unit/Apt #, City, State (dropdown), Zip, Cell Phone Number with Area Code
- Work Address Information:** Store Name, Store City, Store State (dropdown), Store Zip, Store Number (if applicable)
- Submit Button:** Register Now!

The footer of the page includes the text 'Inada Insider Rewards Program' and a link to 'Submit Your Feedback!'.

UPDATE YOUR ARTWORK: WEBSITE, EMAILS, POSTERS, FLYERS

2011



- Re-launch a program with newly designed website

- Update logo, theme, colors

- Add new content

- Give employees a reason to re-visit the incentive program

2012



SUMMARY OF THE 10 IDEAS

- **Start tracking points earned online**
- **Incorporate a leader board system**
- **Run a short term promotion**
- **Add a feedback form**
- **Hand out instant points**
- **Begin sending eCards**
- **Recognize employees on their actual birthday and anniversary**
- **Start a social recognition program**
- **Let employees register for their own accounts**
- **Update your artwork: website, emails, posters, flyers**

INCENTIVE PROGRAM CASE STUDY

Situation:

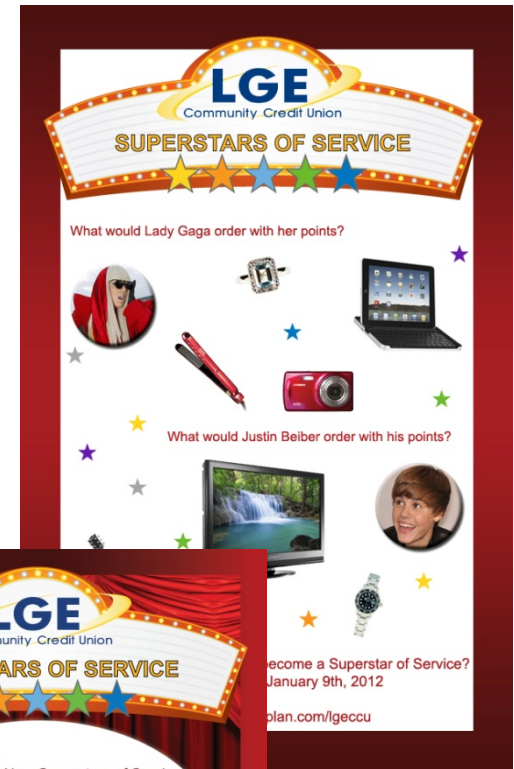
A financial institution with 200 employees asked Awards Network to re-launch their incentive program and add additional features and goals to the program.

Solution:

Awards Network designed a new employee incentive website around the Superstars of Service Theme. Feedback, employee newsletter, leader board, nomination listing and other pages were added to the new website. The program was re-launched right after the New Year holiday in 2012. The nomination process was re-vamped with eCards for employees to print out and display at their stations and desks.

Benefits and Results after the first quarter:

- Nominations increased by 400%
- Login rates increased by 170%
- Points assigned just for nominations increased by 79%



FOR MORE INFORMATION...

Email:

amyt@awardsnetwork.com

Download free budget worksheet:

<http://www.awardsnetwork.com/reward-programs-samples>

Download free set up checklist:

<http://www.awardsnetwork.com/incentive-programs/setup>

