

# Case Study: Sales Incentive

## Telecommunications Call Center Rewards

Take a bow.

Call Center effectiveness increased 50% because of strong reward choices.



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### Client Objectives

- Increase focus on revenue-generating activities in call centers, client's primary point of customer contact
- Neutralize the impact of the competition—particularly cable companies
- Drive rep attainment of quality performance goals
- Promote the vision of a high performance/high recognition sales and service culture
- Maintain operating effectiveness levels
- Achieve positive results within the defined budget parameters

### Strategies

- Drive increased sales of strategic products
- Reward “stickiness” to ensure customers are retained in this highly competitive industry
- Increase revenue per call
- Decrease customer churn
- Reward associates for revenue production over goal
- Encourage regular, informal recognition throughout the organization

### MotivAction Solution

- Establish a program identity that communicates the corporate commitment to call center employee recognition: Center Stage
- Reward performance using non-cash awards featuring individual award bank accounts
- Provide monthly measurement, reporting, and awards issuance to motivate and sustain performance
- Announce the program with exciting launch events, themed communications and collateral materials
- Implement short-term spurts focusing on specific products or performance goals
- Deliver program via an enterprise-wide website

### Results

- Initial and retained revenue continues to increase year-over-year
- Sales of product bundles during spurt program increased over 50% on quarter-over-quarter comparison
- Average rep quality scores have increased consistently from year to year since the inception of the program