

Answering the call of success

Capitalizing on innovation and opportunity is important for any business. It's also what makes the world's most admired company one of the world's most financially successful. So when this global technology leader wanted to improve performance and profitability in their customer service operation they made the call to MotivAction.



Challenge

Careful Analysis Provides Key Insights

Call center managers needed a way to reinforce representative selling efforts immediately. Representatives needed to be motivated and recognized with reward opportunities that were relevant, fun and engaging. The answer? Leverage two exclusive MotivAction products—*Snap Reward™* and *The Big Deal™* to increase sales.

“This is fantastic! With this ROI this is a pure pay for performance model.”

—Director of Marketing

Immediacy + Relevancy = Results

Snap Rewards™ is a code-based reward system. Client managers could issue snap codes instantly to recognize representatives selling protection plans. Codes could be redeemed immediately for rewards, or accumulated by recipients to unlock *The Big Deal™*, an audience-tailored collection of one-of-a-kind awards offered on a time limited basis. This combination not only provided the immediacy managers needed, but the relevancy representatives required to engage and perform. In addition, the solution provided flexibility to structure promotions—whenever and however—as client business needs and budgets warranted.

By the Numbers



5+ years of successful program results



Average of 7%+ sales increases during promotional periods



55% improvement in attachment rate



\$15,000,000 increase in top line sales revenue