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The points-based program offers participants a wide choice of reward offerings, including merchandise, travel, tickets and experiences.

Powering Up a Sales Incentive With Social Engagement

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The Outcome

Overall results and feedback about the new incentive program and platform have been overwhelmingly positive.



Client Quote:

“When engaging a virtual workforce, connectivity and relevance are major factors that continuously need to be addressed. Our new program allows us to enhance performance while ensuring that the team is connected to one another, as well as ensuring they feel their part is relevant and crucial to the overall success of the team. The phenomenal results speak for themselves. What you are not seeing in those results is the engagement level of the team in their everyday activities, and the positive cultural shift this program has helped advance. The Creative Group team understands the entire picture, and everyone has played their part to execute this strategy with great success.”

Sales Results: Regional Program Success

Regional programs have been successful and delivered on their goals. One region offered a team challenge that partnered their strong, more seasoned sales people with newer sales colleagues to encourage collaboration and information sharing as a way to meet their team's shared goal. In this program, five of nine teams exceeded their joint sales goal by over 20%, and one team exceeded by 40%.

Sales Training Results

Leaderboard standings from the training module – used to promote learning among their sales force – are integrated in the platform. Training modules such as these typically see 60-70 percent participation rates, but because the standings are visible to all participants, they realized an astounding 92% training participation rate.

One Team Results: Create “one team” with social elements

87% of the participants have logged on and engaged with the platform. One might guess that the reason people visit most is to redeem points, but based on survey results, the reasons most often cited for logging onto the platform include liking, sharing or commenting on posts, and for leaderboard results.

An engagement survey of the participants revealed that on a scale of: 1 (Poor) - 5 (Excellent)

- 92% of participants rated the overall program as Excellent (5) or Above Average (4)
- 84% of participants rated the Leaderboard effectiveness as Excellent (5) or Above Average (4)