



Proving It: ROI is Easy with Online Incentives

A White Paper

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Subject:

Payback Incentives Online Employee Awards Program: Built-in ROI

Introduction: Return on investment, or ROI, is essential to survival.

In just about every field, from manufacturing to retail to finance, companies are cutting back or holding spending – a pattern that's expected to continue whether an economic recovery is pending or not.

The latest economic statistics indicate that National Consumer Expenditures will increase by only 3.3% now through 2014.* Thousands of brands are already fighting for that 3.3%. Some will win. Some will fail.

What will determine the winners? Those who can clearly illustrate ROI to the employee and the consumer.

Your clients are no different. Neither is your company.

ROI & loyalty

In today's business climate, you've got fewer employees and a smaller budget, yet you are expected to produce more work. You must:

- Meet deadlines – or get there faster than the competition
- Achieve sales targets
- Keep employees satisfied, enthusiastic and motivated

These may all seem like major challenges, but it can be done – by providing tangible incentives to your employees. Motivated employees enhance customer relationships, repeat business and loyalty. Loyalty calls for strategic relationship management – in-person sales that increase due to reliability, value-add and trust.



Incentives are for 'keeps'

The most important ROI now is highly motivated employees and effective training. Employee motivation, from retail to BtoB to manufacturing and even education, is coming primarily today from behavioral incentives and awards.

Keeping customers – critical. Keeping great employees who enhance customer loyalty and move product – also critical.

Awards programs growing

News reports across the country note that more companies are initiating incentive awards programs to accomplish their goals with customers and employees.

How do you get ROI from an employee incentive awards program? Create a [Payback Incentives](#) employee awards program, managed inexpensively, online with little or no administration time. Payback Incentives is what companies need most to ensure awards incentive ROI:

- Centralized: cutting costs of multiple, disparate awards programs
- Automated, online
- Transparent: view all activity, anytime
- Flexible: any award, multiple programs

Hands-on without the admin hassle

With Payback Incentives, you set the award criteria – awards debit card, cruise, valued gifts, catalog gift choices – the parameters, and then fire the starting gun.

The ROI comes directly from motivated employees who are incented to sell, attend trainings, enhance performance, improve customer service and loyalty – whatever the goal.

They record their activity online on Payback Incentives and see the meter move as they close in on their goals and awards.

[It's also proven.](#)



Tangible results

Brad London is the Director of Technology for Payback Incentives, the online solution created by [J. Fitzgerald Group](#).

London explained, "With Payback Incentives, you are directing an important part of your marketing budget toward your greatest asset – your people."

When you track all that activity online through Payback Incentives, and adjust programs, campaigns and even awards on the fly, you see results that yield the ROI you sought. Payback Incentives may be the only incentive awards program with the ROI built in.

Take a [demo](#) today, learn more at 716-433-7688, or, speak directly with our customers who have used Payback Incentives: Volvo Construction Equipment and Columbus McKinnon Corporation. Arrangements for customer contact can be made at 716-433-7688.

*2009 - Consumer Expenditure Report, Experian/Applied Geographic Solutions via Buffalo Niagara Enterprise

