

Incentives

Do they work and do you really need them?

Incentive programmes are common among Fortune 500 companies as well as their smaller counterparts, but do they work and do you really need them?

Sales growth

of companies that use **sales incentives** is **4x** that of companies that don't.¹



Companies that use sales incentives generate up to twice as much revenue as

compared to companies that don't.¹



Employee incentives can **reduce staff churn** by up to **22%** - experts estimate that it costs an average of **30K to replace an employee.**⁴



Even a **5%** improvement in **customer retention** can increase profits by **25-80%**²

77% of **sales representatives** are more likely **to sell a product** when incentivised to do so.⁵

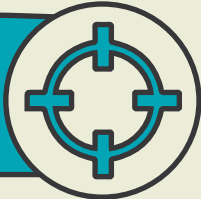


68% of **channels perform better** with an **incentive program.**³

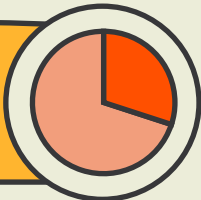


SO WHAT'S STOPPING YOU?

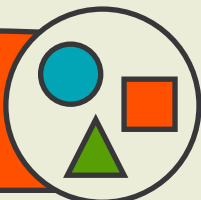
Globalization



**DISPARATE GLOBAL
TARGET AUDIENCE**



**VARIED
DEMOGRAPHICS**



**DIFFERENT CULTURAL
EXPECTATIONS**



PURCHASING PARITY



GLOBAL REACH



**LOCAL ACCEPTANCE &
DESIRABILITY**



**LANGUAGES &
COLLOQUIALISM**

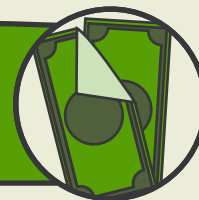
Technology



**IS IT EASY TO
USE GLOBALLY?**



**LOCAL CURRENCIES
& EXCHANGE RATES**



ROI INSIGHTS



**TAX
REPORTING**



DATA SECURITY



**ARE REWARDS
RECEIVED IN
REAL TIME?**



**CUSTOMER CARE
ACROSS TIME ZONES
& LANGUAGES**

THERE ARE PLENTY OF REWARDS TO CHOOSE FROM...



Cash & Prepaid Cards

Cash is king but has no trophy value and is often spent on the mundane such as diapers and petrol - So it loses incentive impact over time.



Experiences & Travel

Experiences & travel are memorable but not always suitable due to price point, seasonal availability and the additional cost to share with family or friends.



Merchandise

Merchandise is desirable but catalogues are often limited and outdated. Reward impact is diluted due to shipping costs.



Gift Cards & E-vouchers



1. Retains incentive impact



2. Available in a range of denominations



3. Can be electronically delivered



4. Unlimited global reward choice

THE SOLUTION

Over **1,200 locally desirable gift cards** across 120 countries to suit all demographics and cultures

Rewards issued in real-time **across 35 languages** and local currencies with purchasing parity updates.

Secure user friendly platform with **multi-lingual customer service**

**The Universal Voucher System
by Ovation Incentives**

Monthly bespoke reports for **tax purposes and ROI monitoring**

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Source

1. Catlette, B., & Hadden, R. (2012). Contented Cows Still Give Better Milk: The Plain Truth About Employee Engagement and Your Bottom Line. Hoboken, NY: John Wiley & Sons. 2. UKGCVA (2010). Consumer Buying & Redemption Research. 3. Harmon, T., O'Neill, P., & Hsieh, E. (2012, 7 May). Earning Channel Loyalty in a Hypercompetitive Market. Forrester Research, Cambridge, MA. 4. Oxford Economics (2014). The Cost of Employee Replacement. 5. Maritz (2013, December). How to Create True Loyalty in the Channel.