



# INCENTIVE SUITE

YOUR DIRECT CONNECTION TO REWARDS SUCCESS.

**FLEXIBLE, AFFORDABLE, AND EFFECTIVE INCENTIVE AND REWARD SOLUTIONS.**

In today's rewards marketplace, one size does not fit all. Customers today seek out customised rewards that fit their lifestyles, that save them time, money and speak to their dreams and aspirations. Yet many reward programs still deliver only the same-old: undifferentiated discounts or cash back offers, the same merchandise, travel offers and gift certificates comprising the bulk of all reward offers. Soon enough, these same-old programs fail because one customer's incentive is just not motivating to another.

Enter Incentive Solutions. Our **Incentive Suite** of incentive and reward solutions don't come pre-packaged. We have no warehouse full of last year's inventory we're trying to unload. We offer the widest selections of rewards offering available. The fastest delivery service and thousands of options to choose from from right across the value scale. We focus on affordable and relevant rewarding not just quick fix gift card offers. We're more customised than any other rewards provider, with affordable solutions, transparent billing, and customer-friendly tracking mechanisms. That's Incentive Solutions: Your direct connection to rewards success.

## AUCTIONS: ONE PATH TO ENGAGEMENT

Among the tools Incentive Control™, our loyalty platform includes, is a robust auction module that allows loyalty program members to bid reward currency for special incentives and experiential rewards. Auctions add excitement and build engagement through the following mechanisms:

- Bid points or special auction-only currency
- Personalised member wish lists
- Reward auction currency to bonus for specific behaviors
- Daily, weekly, or monthly auctions
- Auction currency carries no liability to the program sponsor
- Gamification elements encourages member takeup and build program engagement

## WE SPECIALISE IN THE FOLLOWING SECTORS:



### B2B

Your business depends on demonstrating trust and commitment to your best customers. Incentive Solutions can help you find your direct connection to B2B loyalty.



### CONSUMER

Loyalty marketing isn't about bribing consumers- it's about demonstrating loyalty. Incentive Solutions can set you on the path to more profitable consumer relationships.



### EMPLOYEE

The first step in building loyal customer relationships is cultivating engaged, committed employees. Incentive Solutions can help you blaze new trails with employee reward and recognition programs.

# INCENTIVESUITE

## YOUR DIRECT CONNECTION TO REWARDS SUCCESS.

Many loyalty and incentive marketing providers buy their rewards from the same few suppliers. In contrast, we customise our Incentive Suite of incentive and reward solutions to your program audience. Aligning rewards with your program objectives to drive desired behaviour change. We specialise in compelling, unique and highly differentiating reward content. To help you navigate your way through the rewards and incentive jungle, consider the following best practices in reward design:

1

**Build member profiles.** Customer profiles are a prerequisite to understanding what mix of rewards are appropriate to build an effective reward portfolio.

2

**Remember the three “C’s”.** To build an effective rewards portfolio, remember the three “C’s”: offer customised, compelling, and convenient rewards.

3

**Enable a reasonable earning velocity.** Your members must be able to earn a reward within a reasonable purchase cycle. We know how to forecast velocity.

4

**Include aspirational rewards.** Entry-level rewards aren’t enough; you must also include aspirational rewards. Encourage your members to create a wish list.

5

**Deliver flawless reward fulfillment.** The best program in the world will suffer if your member doesn’t get what they ordered when they expect it.

6

**Never warehouse merchandise.** Deal directly with the manufacturers of desired merchandise using EDI and inventory-on-demand models.

7

**Stay ahead of the fads.** To deliver compelling rewards, never buy last year’s models or fashions. Instead, buy in advance of consumer trends and fads.

8

**Practice sound financial modeling.** Don’t build your financials solely on cost per unit or per point; determine your budget based on program ROI. If breakage is too high, your accountant may be happy, but your members will disengage.

9

**Avoid hidden fees. Don’t milk your customers.** If your reward shipping and handling charges constitute a profit center, then you’re not rewarding your best customers—you’re ripping them off.

10

**Consider including auctions.** Until you auction it off, you never really know the value of a reward. Auctions add excitement and build engagement.

