

Incentive Solutions

Incentivising people to behave in a desirable way is a challenge that businesses face every day. Whether you're trying to motivate your staff, encourage your customers to buy more of your products, or entice new customers to try your product, JPS can provide you with creative merchandise-based incentive programs and campaigns that will drive the types of behaviours you are seeking.

Staff Incentive Programs

Reward and recognize achievement, appreciation and loyalty with a customised, points-based Staff Incentive Program that JPS can craft to fit your needs, budget, and staff.

Incentive programs work because they align personal goals and corporate goals. Online point programs are especially powerful because:

- Managers have performance details at their fingertips and can target communications to encourage positive behaviour and greater achievement
- Participants know exactly what is needed to earn points and “what’s in it” for them

When program objectives are clearly defined, participants can see their performance status and shop everything available in the Rewards Mall in real-time. If you want to foster a recognition culture that will lead to employee engagement, loyalty and increased performance for your organization, contact JPS Marketing to discuss a Reward & Recognition solution that will give you the advantage in reaching these goals.

Influence Consumer Behaviour

Would you like to increase the share of wallet your customers give you? Encourage existing customers to buy from you more often or use more of your products? Or would you like to expand your market share without having to offer discounts to get new customers to switch to your product? Perhaps you'd just like to reinforce your customer's loyal behaviour by rewarding them for their 'good' buying behaviour?

JPS Marketing has a wealth of experience in developing multi-activation gift-with-purchase campaigns, and many other merchandise-based 'carrots' that will influence the consumer behaviour of your target audience and help you achieve your sales goals.

The Platform

The incentive programme is packaged as a centralised, web-based system for efficient reward, recognition and incentive management. A standardised program using a universal 'points' currency allows management to easily 'reward' and recipients to effortlessly 'redeem' their 'earnings', choosing from a wide range of quality brands and products.

The interface is user-friendly with highly intuitive navigation, is quick to implement and is highly customisable.

Key Elements

What you will see:

Admin Centre

- Management Tools
- Communication & Report Centre
- Budget Allocation
- Points Issuance Tools

What your audience will see:

Member Centre

- Program Rules & Promotions
- News Briefs & Articles
- Reward Browsing
- Point Bank Earnings & Redemptions

Log-in & Member Pages

- Custom 'skinned' pages
- Customisable page layouts
- News Feed

Rewards Gallery

- Members can view an extensive range of premium brand rewards tailored to be meaningful (and motivating) for them.
- Gallery can be searched by Category, Point Value & Keywords
- Point balances updated automatically
- Includes a 'Dream Tracker' that shows progress towards earning rewards on a member's wish list.
- To see an example log in to

New Zealand

www.centerpoint1.mypointcenter.com

Username: nzguest

Password: nz21314

Australia

www.centerpoint1.mypointcenter.com

Username: auguest

Password: au41312

Point Input Options

Simple Upload

Points tallied monthly based on sales volumes (for example) and uploaded directly.

Special Recognition

Sales Reps, Managers or other staff can reward members by awarding pre-approved point amounts when a member displays desirable behaviour.

On the Spot/Self-Claim

Members can claim awarded points by inputting unique codes themselves.

Customise for all Members

You may have a wide range of people you are trying to motivate and one size won't fit all. Our programme can be customised so that selected groups only see rewards that are relevant to them and their ability to earn points eg if a member's maximum point earning ability is 1000 per year, they won't be tempted by (or shown) rewards requiring 500,000 points to redeem.

Budget

How much you spend is entirely up to you, and can be limited using simple administration tools. Essentially, decide which behaviours you want to encourage and reward, then decide the maximum you want to spend on the programme, and let us work out the rest.

Summary

Our incentive programme is powerful and has far more features than we've covered here. If you have people you want to motivate, behaviours you want to reward and/or encourage, and want to foster loyalty and engagement with your target audience, get in touch and let us show you in person what the programme can do!

Contact Us

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