



Case Study Telecommunications

A large cable company had 5,000 call center, retail and sales employees selling their products.

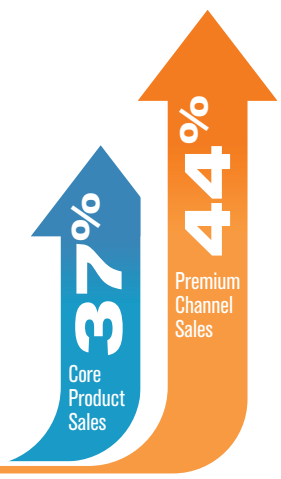
Challenge

Increase sales of the core products and premium channel subscriptions in the 4th quarter.

Solution

BI WORLDWIDE developed and delivered an incentive that leveraged the existing performance platform and featured a Warehouse Windfall experience as the incentive award. Top performers automatically earned a trip to the Windfall. Wildcard awards were also featured to drive performance among the middle performers. Engaging communications kept the audience informed and inspired.

Results



Premium channel sales improved by 44% over the baseline and core product sales improved by 37% over the baseline. These results were the highest achieved in the previous 18-month period. Participants rated the experience at 4.9 out of 5.

