



Gamified & Automated Channel Incentives

(with Crazy High ROI)

Sarah was glad the quarter was over...

...and she was relieved that once again, her channel reps were engaging with her incentive program in record numbers, over 70%!

Her secret? Using scientifically proven gamification.

The problem with all that engagement? There were over 1,400 reps. And they were promised their well-earned prizes (gift cards from their choice of retailer, in this case) before the end of the week. Sarah only had a few hours left to distribute over 1,400 gift cards, in varying amounts, from over 180 different retailers. Would the reps, currently riding a wave of high morale, be disappointed if their prizes were not distributed in time?

Yes, they would be. Fear not for Sarah, though. In a matter of a few clicks, she had rewarded all 1,400+ deserving sales reps.

She paused for only a moment longer and watched the rewards being delivered to her team. It was one of the most satisfying parts about her job. She closed her laptop, grabbed her jacket, and headed out to enjoy a celebratory drink.



Let's be honest.

Most programs aren't like Sarah's.

We realize that you're not coming to this as a beginner. Read through this and see how much of it you recognize about current programs.

- You constantly create digital branded contest materials, which requires your time and maybe even that of a vendor. This takes time in planning, meeting, and reviewing.
- You have spreadsheets and a schedule of emails but your reps' info is not always up to date. Distributing contest materials and managing communication with reps is also difficult. When your emails do get through, they are lost in the noise of the enterprise inbox.
- You have to work with prize vendors or purchase prizes by yourself to distribute to thousands of participants. The work only gets harder when your contest or incentive program ends. Delays frustrate reps and you get inundated with questions and complaints.
- You track individual or team performance and engagement over time, but with each initiative in a different spreadsheet, it's a nightmare. It's time consuming to report earnings and prove ROI (return on investment).
- You spend as much as 40 hours of work a month on incentives and contest administration. Running programs takes so much time and causes so many headaches that it's difficult to add the complexity of trying something new.

You do all of this for lackluster engagement of 5-25%. The good news is that there is a better way and you can use it to create a successful channel program.

Your bright and wonderful future of engagement with gamified programs.

How do you keep reps excited to perform and continue to run successful programs quarter after quarter?

The obvious solution to use digital gift cards. They are easy to source and administer while offering the participant an element of choice (without the complete liquidity of cash).

They can get sales rep attention but it's not as reliable as it used to be and sending hundreds or thousands at a time is still difficult.

Digital gift cards are an important piece of the puzzle **but games are the most powerful way to get attention and drive results.**

Games? Yes, games. People love games. It may sound silly but the results speak for themselves. This summer, IncentivePilot automated a game like Clue and got some incredible results with enterprise sales reps.

The **Whodunnit?** game worked like this:

- Reps were incentivized to hit certain goals each week
- Each week they hit their goals, they were rewarded with clue game pieces
- At the end of the three week contest, reps used their clues to solve a mystery
- The reps who correctly solved the case won a digital gift card

The results were astounding...

- Over 63% of the 800 distributed enterprise sales reps participated
- The participating reps generated \$137,661 per rep, an 83% performance boost
- The total additional revenue generated was \$69,381,319
- Using IncentivePilot, the total program administration time was under four hours



Invest in gamification.

Automate administration and gamification with IncentivePilot.

IncentivePilot was created to help channel marketing managers of large-scale sales incentive programs save time on all of the tedious parts of their programs. Along the way, we discovered the power of games.

Even if you're a non-technical channel marketing manager, you can now create beautifully branded digital materials in minutes, not hours or weeks.

You can run automated, interactive games like **Whodunnit**, mentioned on the last page.

Consistent and clear communications can be automated so your teams are always up to date with the latest accurate information.

Digital gift cards give sales reps the prize of their choice and provide you the ultimate flexibility for distributing remote rewards at scale.

With all of your data in a centralized location, it's easy to generate reports and understand the ROI of your programs.

With IncentivePilot, program administration is 20x faster. Your business can save money on employee overhead and get engagement like never before.

How you can feel the same level of excitement as Sarah and her team?

Remember Sarah? Before the COVID-19 pandemic, Sarah would spend over 25% of her work time (over 40 work hours a month) purchasing and distributing rewards for her various sales programs.

Now, with IncentivePilot, she avoids all of that tedium and is able to focus on increasing engagement. Her reps are getting better results than ever and they appreciate the options of choosing the gift card that excites them. But the real impact? Her company's bottom line.

By streamlining their administration and focusing on engagement with an IncentivePilot contest, [an enterprise company generated \\$69M in additional revenue in just three weeks, with a 300x ROI](#). Read that again and try to imagine how the marketing managers at this company were feeling as they closed out the quarter.

By streamlining their administration and focusing on engagement with an IncentivePilot contest, our client generated \$69M in additional revenue in just three weeks, with a 300x ROI.

Those are very large figures (this client has over 7,000 reps on the platform), but by taking her same approach, you can enjoy a similar impact. You can virtually eliminate the overhead of running effective incentive programs while saving time and money to instantly increase the ROI of your programs. Issuing rewards is as simple as a few clicks.

This will open the door to innovation and allow you to feel comfortable experimenting with IncentivePilot's powerful gamification and engagement tools that boost the results of not only the top performers, but also your core performers and laggards.

How to get started with automated gamified incentive programs for distributed reps.

If IncentivePilot sounds like it might be the solution for your programs, let's talk about your next steps to start automating gamification and rewards.

- ☐ **Audit the time, money, and effort it takes to run the existing incentive programs.**

How long does it take to go from an idea to a program launch? How long does it take to go from contest conclusion to reward distribution? If the answers are weeks or months instead of hours, there is an opportunity for massive transformation. Move on to the next step.

- ☐ **Once you have calculated the costs of investment in time and money, audit the ROI of your incentive programs.**

How much money does it take to generate your results? How much engagement do you get? What is your ROI? How much time would you get back if program administration took only *minutes* each month?

- ☐ **Brainstorm the new possibilities and creative solutions you can explore with more time and engagement.**

What is the opportunity for your team and your organization with an additional 20, 30, or 40+ hours per month? What would your ROI be if you were getting 50%, 60%, or even 70% rep engagement?



See IncentivePilot for yourself with a one-on-one demo.

Do you have over \$50k in rewards budget or hundreds of reps in your program?

Let us show you how IncentivePilot can eliminate the bulk of your administration time and allow you to focus on program engagement with gamification.

Our platform also includes powerful engagement tools that you can use to drive results and make massive improvements to your ROI. We would love a chance to show them to you in a private session.

[Schedule a Demo](#)

