



# P2M Webinar Series

## Rewards & Recognition Case Studies

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# Today's Agenda

1. Recap P2M Webinar Series
2. Case Study: Novartis
3. Case Study: SEMA
4. Questions
5. Case Study: ANZ
6. Announcement: An Exciting Development for P2M!
7. Questions

# Recap From Series So Far

Part 1: Positive Reinforcement

Part 2: Effective Performance Management

Part 3: Launching a Successful Reward & Recognition Program

Part 4: Ways to Measure & Improve ROI

# Recap From Series So Far

## Business is Behaviour

- Behaviour is a function of its consequences
- Recognition is a crucial management skill
- Two types of motivators

Antecedents - threats, goals, vision

Consequences - positive & negative reinforcement

# Recap From Series So Far

## Four Types of Positive Reinforcement

Social  
Tangible  
Work Related  
Manager Related

# Recap From Series So Far

Effective Employee Recognition must be:

Timely  
Earned  
Frequent  
Celebrated  
Of personal value

# Recap From Series So Far

## Ways to Measure ROI

- Short, medium & long term ROI indicators
- Behavioural ROI indicators
- Financial ROI indicators

# Case Study: Novartis



## About Novartis Animal Health

- Prevent and treat diseases in pets, farm animals and farmed fish
- Passionate about animal lives
- Aspire to achieve global market leadership
- 2600 employees across 40 countries

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# Case Study: Novartis

## Review of Existing Rewards & Recognition Program

- Three separate programs across 40 countries
- A need to bring together three differing programs
- 'One size fits all' programs not the right solution
- Downfalls of reward without recognition
- Decision: time for an overhaul.

# Case Study: Novartis

## Challenges of Existing Programs

- Management of separate programs
- Inconsistency
- Lack of cohesion

## Desired Solutions

- Single program
- Low start up costs
- Ability to manage budget
- Range of rewards
- Ability to engage recognition & promote achievements
- Reach through-out entire organisation
- Real time recognition

# Case Study: Novartis

## P2M Program Solution

Implementation of three-tier awards system

### 1. Immediate Recognition Awards:

- All employees can nominate
- Values driven
- Budgets set annually and managed by line managers
- Awards up to \$50 in value

### 2. Quarterly Awards

- Four categories
- Budgets set annually and managed by HR
- Awards up to \$250 in value

### 3. Annual Rewards

- Recognising teams and individuals
- Budgets set annually and managed by HR
- Awards up to \$3000 in value for individuals and up to \$5000 for teams



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# Case Study: Novartis

## Outcomes of P2M Solution

- All employees encouraged to recognise the contribution of their peers
- Creation of a more collaborative culture
- Easy tracking and reporting on all lines of the business
- Development of marketing strategies to maintain program momentum

# Case Study: Novartis

## P2M Program Results:

One cohesive solution to excite every employee

- 96.8% of employees have used the system since launch
- 94.2% of employees have received an award
- Most redeemed products include iPods, iTunes gift cards, Ray Ban's & Samsung electronics



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# Case Study: Novartis

## The stats don't lie!

- 19,345,036 points issued through the Rewards ME program
- 3,168 awards have been approved
- 17% improvement in levels of employee satisfaction

## Performance Success

- 69% of teams subject to NAH Rewards Me performed stronger than comparable teams not part of the program!

# Case Study: Novartis

## Keeping the program alive

Keeping initiatives alive is always key to success.

Monthly objectives tied to NAH Rewards ME Program:

- Empowerment/Accountability
- Fast / Action-Oriented / Initiative / Simplicity
- Leadership
- Competent
- Innovative & Creative
- Customer/Quality Focus

# Case Study: Novartis

## What Novartis say



*“Our members and managers have embraced the Nomination Wizard with gusto, and as a consequence, we as a business can now visibly track all of the positive impacts our people have on our business. This could not be done before with our paper based approach to reward and recognition.”*

***Stephanie Grima, HR Associate, NAH***

*“Since launch of Novartis Animal Health Rewards ME program, we have seen a seismic shift in culture. Recent feedback from our employees and managers has crystallized that the Power2Motivate solution has been central to this change”*

***Marie Birtles, HR Manager, NAH***

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# Case Study: SEMA



## About SEMA Group

- Consulting, software and outsourced execution business
- Enable clients to leverage their unique business and customer data
- Over 650 culturally and functionally diverse staff

# Case Study: SEMA

## Review of Existing Rewards & Recognition Program

- Existing recognition program under-utilised and ineffective
- Employees and their managers were disengaged
- Employees desired better rewards and more flexibility

# Case Study: SEMA

## Challenges of Existing Program

- Decentralised, unstructured and unimaginative
- No meaningful reporting or guidelines
- Lack of acknowledgement of employee performance

## Desired Solutions

- Employees desired a less oppositional and competitive culture
- Wanted a more humanistic, encouraging and friendly culture

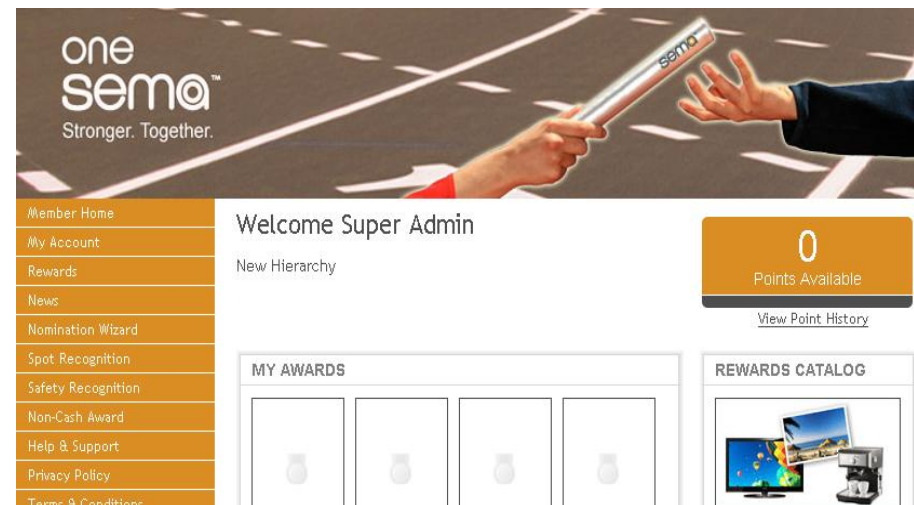
# Case Study: SEMA

## P2M Program Solution

Designed to recognise desired behaviours in line with SEMA's key values

### Key Benefits:

- Exciting rewards gallery
- A formal platform
- Flexibility
- Balance
- Categories for every occasion



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# Case Study: SEMA

## P2M Program Results:

SEMA Recognises YOU program has delivered superb results

- 84.8% of employees have used the system since launch
- 93.7% of employees have received an award
- Most redeemed products include iPods, charitable donations, magazine subscriptions, GPS and LG TV's.



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# Case Study: SEMA

## The stats don't lie!

- 43,025,198 points issued through the SEMA Recognises YOU program
- 2636 awards have been approved

## Performance Success

- Platform also supports a specific cross-sell and up-sell initiative which has seen substantial lifts in sales performance

# Case Study: SEMA

What the SEMA team say



*“The platform is a driver of culture change, which is our ultimate goal, delivering along the way more engaged employees.”*

*“The SEMA recognition program with Power2Motivate has received positive feedback from employees and managers, it is flexible and user friendly and every \$ spent through the program directly benefits an employee. Its having a positive impact on our cultural change and increased employee engagement”*

**Sandy Hyslop, Head of HR - SEMA Group**

# Questions

**Please feel free to contact me on:**

[ben@theeigroup.com.au](mailto:ben@theeigroup.com.au)

[www.linkedin.com/in/bthompsontheeigroup](http://www.linkedin.com/in/bthompsontheeigroup)

Skype: bnthompson73

1300 853 542



# Case Study: ANZ



## About ANZ Direct

- A business unit of ANZ Group
- Provides all customer contact - inbound customer service, new product sales, online support
- 1800 culturally diverse team members
- Employees spread across sites in Melbourne and New Zealand

# Case Study: ANZ

## Review of Existing Rewards & Recognition Program

- Long standing existing program with another provider
- Desire for a similar comprehensive solution
- Desire for incorporation of ad-hoc manager rewards
- Need for:
  - ✓ More tracking and better reporting
  - ✓ Excellent system functionality
  - ✓ Increased customer services
  - ✓ Cost effectiveness

# Case Study: ANZ

## Challenges of Transferring to a New Program

- Winning the hearts and minds of employees
- Implementation with minimal disruption
- Lack of acknowledgement of employee performance

## Smooth Transition to P2M

- Replication of the existing reward parameters
- Ability for managers to incorporate their ad-hoc rewarding
- Strong project management

# Case Study: ANZ

## P2M Program Structure

### Key Program Drivers:

- Tiered awards
- Empowerment
- Enhanced product offering
- Induction and yearly refresher training
- On-going promotion of program

# Case Study: ANZ

## P2M Program Results:

The ANZ Direct program has delivered outstanding results

- 88% of employees have used the system since launch
- 73% of employees have received an award
- Most redeemed products include Nikon Cameras, Kenwood Blenders, Perfumes, Panasonic Cordless Phones, Ray Ban Sunglasses and iTunes gift cards



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# Case Study: ANZ

## The stats don't lie!



- 40,671,444 points issued through the ANZ Direct program
- 5724 awards have been approved

## Performance Success

- Platform also supports customer commendation awards and sales excellence awards designed to improve customer service and improve sales results

# An Exciting Development!

Powerful New ROI Analysis & Management Tool



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# An Exciting Development!

Business Cycle Evaluation - President's Club 2012

CREATE ROI → ROI OBJECTIVE → COST/BENEFIT ANALYSIS → ROI BUDGET → RULES STRUCTURE

Areas for improvement	Importance Rating	Long/Short Term Objective	Hard/Soft Objective
<input type="text" value="Improve employee morale"/>	4	Long	Soft
<input type="text" value="Improve customer service ratings"/>	4	Long	Soft
<input type="text" value="Increase service contract custome"/>	3	Long	Hard
<input type="text" value="Increase widget DIY install kit sale"/>	3	Short	Hard
<input type="text" value="Increase sales of widgets by 10%"/>	5	Short	Hard


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# An Exciting Development!

- Home
- Dashboard
- My Profile
- Manage Departments
- Manage Users
- Create an Incentive Program
- Reports
- Survey Tool
- Logout


## Department Cost/Benefit Impact - President's Club 2012




CREATE ROI




ROI OBJECTIVE




COST/BENEFIT ANALYSIS



ROI BUDGET



RULES STRUCTURE

Department Financial Impact Confirmation Assessment 	Additional Cost (\$)	Cost Saving (\$)	Revenue Enhancement (\$)
<b>Planning And Purchasing</b>			
The person responsible for planning and purchasing of raw materials has confirmed that there may be*	\$ <input type="text" value="500"/>	\$ <input type="text" value="1000"/>	\$ <input type="text" value="0"/>
<b>Production Operations</b>			
The person responsible for production operations has confirmed that there may be*	\$ <input type="text" value="500"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
<b>Distribution</b>			
The person responsible for distribution has confirmed that there may be*	\$ <input type="text" value="500"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>
<b>Marketing</b>			
The person responsible for marketing has confirmed that there may be*	\$ <input type="text" value="0"/>	\$ <input type="text" value="2000"/>	\$ <input type="text" value="5000"/>
<b>Sales Support</b>			
The person responsible for sales support (human resources, accounting, customer service) has confirmed that there may be*	\$ <input type="text" value="0"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="10000"/>
<b>Sales</b>			
The person responsible for sales has confirmed that there may be*	\$ <input type="text" value="1000"/>	\$ <input type="text" value="0"/>	\$ <input type="text" value="10000"/>
<b>Inventory Control</b>			

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# An Exciting Development!

Home  
Dashboard  
My Profile  
Manage Departments  
Manage Users  
Create an Incentive Program  
Reports  
Survey Tool  
Logout

### Baseline Adjustments - President's Club 2012

CREATE ROI → ROI OBJECTIVE → COST/BENEFIT ANALYSIS → ROI BUDGET → RULES STRUCTURE

Incentive Program Objective:\*  
 Increase service contract customers by 20%  
 Increase widget DIY install kit sales by 5%  
 Increase sales of widgets by 10%

Time Period:\* 10/26/2011 - 10/26/2011

Choose Option:\* % (Percent)

One-Time Instances of Impact & Their Effects	Baseline	Adjusted Objective Baseline
Distributor truckload discount sale	100,000	97000


Adjusted Baseline : 3,000 %

Save Save & Next


# An Exciting Development!

- Home
- Dashboard
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## Rules Structure Development - President's Club 2012




CREATE ROI




ROI OBJECTIVE



COST/BENEFIT ANALYSIS



ROI BUDGET



RULES STRUCTURE

ROI Incentive Program Objectives	Primary Incentive Participant Audience
Increase service contract customers by 20%	<input type="text" value="Call Center Reps"/>
Increase widget DIY install kit sales by 5%	<input type="text" value="Distributors"/>
Increase sales of widgets by 10%	<input type="text" value="Sales"/>

Potential Rules to Consider	Total Rating
Improve employee morale	18
Improve customer service ratings	18

Department Impact Considerations	Additional Cost	Cost Saving	Revenue Enhancement
Accounts Receivable	--	\$ 1,000	--
Inventory Control	--	\$ 2,000	--
Sales	\$ 1,000	--	\$ 10,000
Sales Support	--	--	\$ 10,000
Marketing	--	\$ 2,000	\$ 5,000
Distribution	\$ 500	--	--
Production Operations	\$ 500	--	--
Planning And Purchasing	\$ 500	\$ 1,000	--
<b>Total</b>	<b>\$ 2,500</b>	<b>\$ 6,000</b>	<b>\$ 25,000</b>

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# Free eBook!

Receive a free copy of the eBook

***“The Secret to Incentive Program Success”***

To get your free eBook, simply email [mark@power2motivate.com.au](mailto:mark@power2motivate.com.au) and indicate you wish to be emailed a copy.

# Questions?

**Please feel free to contact me on:**

[ben@theeigroup.com.au](mailto:ben@theeigroup.com.au)

[www.linkedin.com/in/bthompsontheeigroup](http://www.linkedin.com/in/bthompsontheeigroup)

Skype: bnthompson73

1300 853 542



**THANK  
YOU!**