




## Rewards that motivate

Customized incentive  
and reward solutions  
that focus employees  
on achieving your  
company's goals

Inspire them  
to succeed and  
you succeed  
together

**TAICO**<sup>®</sup>  
Incentive Services Inc



Show them  
that they're  
as important  
to you as your  
customers

## Change the way your employees think about work

Recognizing and appreciating the efforts of your employees is more than just a nice thing to do. A well-managed rewards program can have a significant effect on the success of your company.

Your employees want what you want. They want your company to succeed because they want to be successful, too. Tap into their natural desire to do well by creating a rewards program that can change the way they think about work. Taico's *IncentiWeb*® is our award-winning platform that offers you the largest and most diverse selection of incentive awards in the industry—with the most flexibility. Its easy-to-use reporting, management and administrative tools track every aspect of your incentive program in real time. Linking employee goals to rewards has never been simpler or more effective than it is with *IncentiWeb*.

### What can *IncentiWeb* do for your business?

- Drive motivation, engagement and performance to a whole new level
- Bring innovation, productivity, and fun into the workplace
- Accelerate knowledge and retention
- Assess and evaluate employee participation and progress
- Align individual employee goals to your company's distinctive brand and culture

### You can reward employee achievement in the areas that matter most

- |                     |                       |                          |
|---------------------|-----------------------|--------------------------|
| ● Sales performance | ● Length of service   | ● Sales channel partners |
| ● Productivity      | ● Retention           | ● Call center operations |
| ● Quality service   | ● Customer loyalty    | ● Employee recognition   |
| ● Safety            | ● Health and wellness |                          |



## Get an incentive program designed specifically for your business

*IncentiWeb's* online technology provides you with in-depth performance gauges, budget breakdowns, comprehensive reports, and performance assessment tools that are tailored to your company. You have the power to track multiple performance criteria for numerous rewards programs simultaneously, all under the *IncentiWeb* umbrella:

- Evaluate the performance of each employee as well as the program as a whole
- Create your own point-based or non-point-based incentive program
- View custom reports, available to you 24 hours a day, 7 days a week
- Track employee tax data with the tax-reporting database
- Get immediate feedback from employees with specialized templates
- Customize your graphics and messages to support your company's distinctive brand and culture
- Administer incentive programs in over 20 languages

### Choose from a wide selection of rewards

Your employees are unique to your company—so customize your rewards package to fit their lifestyles. We partner with top retailers as well as event, travel, ticket, and gourmet providers to give you access to the most desired reward choices. *IncentiWeb* offers you the flexibility to:

- Select from over 1 million award choices
- Customize your reward categories or upload your own

### Connect directly and consistently with all employees

For your rewards program to be effective, it's important that employees appreciate its value and understand how to use it. *IncentiWeb* includes the communication and online social engagement tools you need to:

- Educate employees and make the performance process fun and entertaining—using *IncentiGames™* and *IncentiQuiz™*
- Upload online video to train, motivate, and congratulate employees—using *IncentiTube™*
- Post important and timely messages—using *IncentiWeb's* bulletin board and pop-up messaging
- Create business-focused blogs—using *IncentiBlog™*

We all want  
different things  
in life—that's why  
customizing your  
employee rewards  
is so important



## IncentiWeb gets results —a client story

A major telecommunications provider for the Southeast US wanted a new approach to raise performance, reduce turnover, and increase customer retention of their 10,000 customer service/sales representatives (CSSRs) across 15 regions.

Taico's *IncentiWeb* platform would do exactly what this client needed. We partnered with them to establish an incentive program that met their performance goals—and then some.

### Our client set the program goals

- Provide CSSRs with immediate feedback on performance
- Increase CSSR skills in customer retention and new sales
- Improve CSSR motivation and job satisfaction

### IncentiWeb created a custom points-for-performance program

- Awarded points for “winning back” problem clients and achieving new sales targets
- Awarded points for product and service knowledge through *IncentiWeb*'s quiz function
- Implemented regional contests
- Offered employees over a million tangible award choices

### Our client surpassed their goals

*IncentiWeb* raised performance levels higher than anticipated:

- 70% increase in product and service awareness
- 28% increase in per person sales
- 9% increase in customer retention

In response, the client expanded the program to include safety, attendance, and years-of-service awards.



## What makes *IncentiWeb* such a good investment?

### *IncentiWeb* can boost your bottom line by driving up employee engagement

#### Engaged employees are good for business

Gallup research shows that engaged employees are more productive and profitable, more customer-focused, and more likely to withstand temptations to leave.



World-class Company



Average Company

- Engaged employees
- Actively disengaged employees

In world-class organizations, the ratio of engaged to disengaged employees is **10:1**.

In average organizations, the ratio of engaged to disengaged employees is **2:1**.

#### Engagement drives up profits, sales and customer-loyalty

According to recent studies, companies with above average employee engagement levels are proven to have higher levels of business success.

**27%** higher profits  
**50%** higher sales  
**50%** higher customer-loyalty

### *IncentiWeb* rewards are more effective than cash bonuses

Ask employees, and they'll probably tell you that they prefer cash. But cash doesn't work the way you think it would. Studies have shown that 2/3 of employees who receive cash awards either don't remember getting the bonus or spend the money paying bills. *IncentiWeb* awards not only get remembered, they cost you less than cash bonuses and give your employees recognition that everyone can see. You get the flexibility to offer employees memorable rewards that really make a difference in the way they feel about work.

**Call us today at 845-228-4438 or visit [www.taico.com](http://www.taico.com)**

