

# INCENTIVE HEADLINES

## A New Incentive Solution

Madison's new reward and recognition solution is highly flexible and customizable

By Leo Jakobson

New York-based incentive house Madison Performance Group will release a new Web-based incentive and recognition solution this fall. Maestro 4.0 will dramatically reduce the time and cost needed to deploy a truly customized enterprise reward and recognition program.

The new solution is a software-as-a-service application that is highly configurable and flexible, says Alex Alaminos, Madison's COO. "What we learned over the past two decades is that all organizations have different ways they want to handle governance and approvals," he says. "We are not fitting customers into a mold. Maestro is the closest thing in the market to custom, but at an out-of-the-box [software] price and set-up time."

A comprehensive program, incorporating everything from peer recognition and safety programs to sales incentives on a global level, can be set up in three to four weeks — a quarter of the time needed to build a custom solution, Alaminos adds.

"You could have five programs or 500, you could have five users or a half a million users in a program," says Mike Ryan, Madison's senior vice president of client strategy. "You're going to pay a one-time licensing fee and you can run as many programs as you want, whether they're monetary, whether they're pat-on-the-back recognition, or whether they are point-based with [merchandise], gift cards, or group travel."



Jason McElroy, Madison's director of product management, adds, "There can be multi-level approval [of awards]; we can add that quickly." Beyond that, he notes, users "can try new things at little to no cost. You can experiment with pilot programs and see how it goes."

Proving that an incentive program is really affecting the bottom line is another key function of Maestro. "That's where the C-suite is now," Ryan says. "They know they need recognition and that it will improve the bottom line, but how do they show the outcome?"

It's easy to collect an incentive or recognition program's data, Ryan says. "Executives need more than that to prove their ongoing business case. Is it really having an impact on some of the things that we're measuring elsewhere — the engagement levels of our organization, is it increasing productivity, is it helping us with better customer satisfaction rates across the enterprise? Is it allowing us to adapt to change faster?"

The reality, Alaminos says, is that this client data is never provided to companies in the incentive business. "Things like the financials or how the engagement levels are increasing are maintained on the client side," he says. "Maestro, however, allows clients to take the platform-related data and tie it in by matching information like financials and engagement and attrition, to see that information on their side as well." ■