

Verizon's premier retailer in the US
5K+ Employees, 750 stores
Retail sales

Real-time feedback supercharges retail sales

Verizon's premier US retailer, Cellular Sales, prides itself on the customer experience provided by its employees. To ensure they deliver on expectations, Cellular Sales wanted employees to get up-to-the minute updates on performance improvement opportunities.

With Central, every activity employees do visibly advances them to the next level of incentives and career development. The impact on sales and revenue has been remarkable.



53%

More new
device sales



2x

Promotional
combo-sales



45%

More phone
accessory sales



BRIAN SNYDER
Regional Director | Cellular Sales



We are working faster and more
efficiently than ever before.

Delivering an amazing experience

Cellular Sales is Verizon's premier retailer in the United States. It operates more than 700 retail stores across 39 states with over 5,000 sales employees on staff.

In a highly commoditized market, Cellular Sales stands out thanks to its ability to deliver an exceptional customer experience. This experience is fueled by its employees' unparalleled energy and commitment. Combined with a high level of proficiency, it ensures frontline employees always offer the most relevant deals to maximize value for their clients.

With an increasingly millennial workforce, Cellular Sales has to continuously innovate. It was looking for more effective ways to engage its staff and keep them informed, up-to-date, and efficient.



We understood we had to look at recognition and rewards more holistically. Employees would rarely look at their performance, usually towards the end of the quarter.

BRIAN SNYDER

Regional Director | Cellular Sales



Better employees for better business performance

Cellular Sales wanted employees to be excited about managing their own performance and about constantly working to improve it. It wanted to modernize training and coaching so that they were more in tune with each employee's needs and have an impact on their performance immediately.

Another goal was to ensure that employee incentives were aligned with company goals. It needed a mechanism that would focus employees on new products or promotions without causing them to forget about everything else. So, for example, when a new iPhone arrives, sales of all other products don't plummet.

Approach

Cellular Sales launched Elevate. Employees on this program are challenged to progress in levels based on sales performance and learning. New levels achieved are rewarded with perks, leadership opportunities and additional compensation.

Central is used for orchestrating Elevate and sustaining employees' engagement. The platform enables employees to track in real-time how each activity gets them closer to the next level. It guides them which KPIs should be worked on to maximize game points and potential bonus.

Additionally, both managers and employees get personalized learning or coaching assigned based on their measured performance data.

Personalized Microlearning

Employees receive microlearning sessions on new products or promotions. Learning is triggered on relevant topics if KPI performance lags. Alternatively, managers get prompted to provide coaching.

Advanced Gamification

Employees collect points and badges or progress in levels based on their results. Short term challenges focus attention to a specific product or KPI temporarily without hindering longer term goals.

Real-time Performance Management

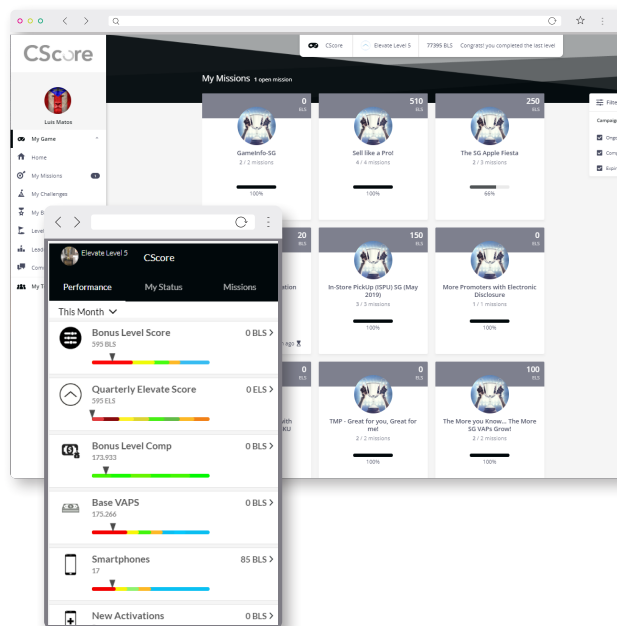
On their mobile app employees track performance in real-time and see how sales or learning gets them closer to their bonus. Notifications suggest which KPIs to focus on for maximum results.



Results

With Central, the Elevate program has become core to Cellular Sales. Usage data shows extremely high engagement rates with the program - 90% of employees check their status and feedback at least twice a week and 60% check the platform daily for performance and updates.

Data since launch shows a strong correlation between engagement in the program and business results. Employees who are highly active on Central have exhibited 53% more new handset sales, 2X promotional combo-sales, 45% more phone accessory sales, and 75% more new activations (activating a Verizon program after a mobile phone purchase).



About Central

Central helps the world's leading companies make employees the center of business success by improving their engagement, learning and performance.

Its Better Together platform holistically blends advanced gamification, personalized microlearning, and real-time performance management to sustainably motivate employees to challenge themselves and strengthen skills while providing data-driven feedback in their quest to reach their full potential.



Central is so far ahead of the sales performance management competition. There's no reason to work with anybody else.

BRIAN SNYDER
Regional Director | Cellular Sales

"This has completely shifted how managers communicate with and coach employees! managers now ask employees 'What did the system tell you to focus on - ok, let's see how we can help you work on that'" said Brian Snyder. "Looking at someone's engagement level with the system also tells us if they're getting disengaged and need encouragement or might be having personal issues. It keeps us aware. This has really been a game-changer for us."

info@central.com
+1-800-538-4263

central.com