



Case Study Retail

Aurum Holdings' Employee Engagement and Incentive platform 'Brilliance' was previously used by staff around busy selling periods such as Christmas. Aurum was seeking an agency that could not only drive performance, customer service, and embody company values during key seasons, but could also maintain engagement throughout the year. There is a reward currency which allows colleagues to spend points in an online catalogue but BI WORLDWIDE has also focused on the achievements and behaviours of colleagues when reward is not involved.

Challenge

To engage staff (Colleagues) all year round to maintain momentum when there are no incentives running.
To re-evaluate communication throughout UK stores where staff have little online access.
To ensure the programme promotes the Aurum values and doesn't dilute the customer service.

Solution

BI WORLDWIDE developed a targeted platform incorporating a new identity for Brilliance. New incentive mechanisms ensured Brilliance became a flexible platform with more functionality. BI WORLDWIDE also introduced quizzes and training, allowing Colleagues to earn badges by using the principles of gamification to increase engagement and product knowledge.

A carefully-considered and creative communication plan was put into action to excite all UK stores. Brilliance was then tailored to match each store's branding and to provide a mix of online and offline updates. Users access the online rewards catalogue to redeem their points against merchandise, vouchers or a donation to the chosen Aurum charity. The use of spot prizes and branded promotional items drive excitement and encourage brand advocacy.

Results

During a fashion watch brand incentive, there was a noticeable increase in participation, giving an average of 44% increase in sales vs. the previous year. Over 80% of 2,000 users engage and access Brilliance on a regular basis, including participation in quizzes and other online activities.

“BI WORLDWIDE has proved to be a great business partner. The team have taken time to understand both our business, and our business needs and have worked with us to tailor an engagement and incentive platform that has delivered tangible profit growth. BI WORLDWIDE has been both strategic and reactive and have constantly adapted to the needs of a fast paced retail environment”

Richard Braybrook – Head of Retail Operations

