

Case Study Technology

A leading software company sought to reward top performers by creating a highly exclusive event to inspire its global sales force to drive business results.

Challenge

Encourage the global sales force to exceed their annual quota and performance targets.

Solution

BI WORLDWIDE designed a group travel incentive event that impressed everyone involved. From managing all event planning and logistics to creating an interactive communication campaign to generate excitement, BI WORLDWIDE handled every detail.

Results

BI WORLDWIDE received a perfect customer satisfaction rating from programme management and a 4.9 out of 5 rating from event attendees. Senior management even cited the event as a key motivator for the sales force to not only stay with the company, but passionately spread the word on why.

