



## Case Study Technology

A software company worked with BI WORLDWIDE to unite all of its recognition activities. They also needed an effective incentive scheme in order to motivate the global sales force to improve performance.

## Challenge

Motivate the global sales force to drive incremental performance while simplifying all recognition activities.

## Solution

BI WORLDWIDE implemented a global incentive programme and designed quarterly and half-yearly promotions to focus on key initiatives. In addition, sales management used discretionary budgets to reinforce important outcomes and drive results at a local level.

## Results

The promotions generated a ROI of 10.4 to 1 or more for the software company. And because of its success, BI WORLDWIDE received a perfect overall customer satisfaction rating.

