

Self-Selected Goals with ChallengePoint™

The world's only short-term sales incentive program that uses the impact of self-selected goals with an additional incentive designed to drive performance and get participants fully engaged and earning earlier.

Background

With the introduction of a new Internet product, this telecommunications company needed a strong, Corporate-wide effort to ensure the product was introduced with strong sales from the start.

Objective

- Drive customer sales of brand new Internet product with existing and new customers and add incremental Video products and services.

Solution

BI WORLDWIDE Canada designed and implemented a 6-week Challengepoint incentive program for the Company involving close to 5,000 participants. The core components of this program included:

- **Segmented audience:** The audience was segmented into 27 groups based on business unit and prior performance, creating relevant personal goals that are both ambitious and attainable.
- **Frequent earnings opportunity:** Participants started earning immediately and could keep earning even after they hit their goals.



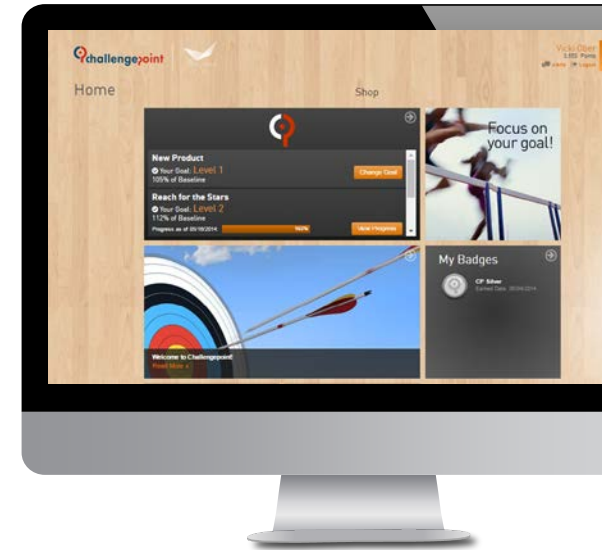
INDUSTRY:

TELECOMMUNICATIONS



AUDIENCE:

TECHNICIANS, SALES,
CUSTOMER SERVICE & MANAGERS



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Three ways to earn:

- **Base Program**
 - Participants were awarded for every new Internet customer sold beginning at individual's baseline
- **ChallengePoint Metric**
 - Chose from (3) goal levels, participants had to achieve to be eligible for awards at level chosen
- **Bonus**
 - If the ChallengePoint goal was achieved, participants earned additional awards for every new customer video sale

Results

- **Goal selection:** Goals selected were skewed to the aggressive side; **71%** of participants selected the highest level, **Goal Level 3**, compared to the average 38%*
- **Achievement:** **67%** of participants that selected **Goal Level 3** achieved their goal



76%

ACHIEVED OVER
BASELINE



60%

ACHIEVED THEIR
GOAL, well above the
average of 36%*



36,300

INCREMENTAL NEW
CUSTOMER INTERNET
SALES AND UPGRADES



42-to-1

PROGRAM ROI

*based on historical benchmark data