

Groundbreaking Staff Incentivisation Product Launches

Sigmer's 'Incentivise' System Promotes Outstanding Improvement in Staff Learning, Performance and Behaviour

Stand A13, Call Centre Expo, NEC Birmingham - 16th September, 2008: Sigmer Technologies Ltd today announced the launch of Incentivise, an all encompassing incentivisation system aimed at helping organisations find an immediate and sustained improvement in all areas of staff performance including product and process knowledge, time and attendance and behaviour, sales performance and customer service.

Supporting achievement in both learning and performance-based activities, Incentivise is a web-based solution used by HR, Sales, Marketing and Operational divisions in order to reduce staff attrition, and increase productivity, motivation and performance for both individuals and teams by improving product knowledge and internal communications.

From initial concept through to deployment and launch, Incentivise brings the benefits of incentivisation in a groundbreaking package that is easily deployable, allowing the simple creation and management of multiple incentive campaigns. Incentivise provides a robust, auditable environment in which to motivate and reward staff in both the short and long term.

The unique **Realise, Recognise, Reward approach** of Incentivise motivates employees to improve, and shows them the benefit link between achievement, performance improvement and reward. At the 'Realise' stage, a manager will establish achievement goals in areas of performance such as compliance, customer service, sales, time, attendance and behaviour. The 'Recognise' phase converts achievement into reward, allocating points or instant rewards to reflect the value of achievement. The 'Reward' stage is where staff can spend the points they have earned, in the integrated on-line shop, on pre-determined goods/vouchers appropriate to the campaign or company and special reward catalogues can be created for different roles or teams. Staff can also choose to be rewarded in the form of organisational benefits such as flexi-time credits or additional annual leave or added to the salary as cash.

For the first time, customers can integrate an incentive system with their existing incentive schemes. Users can also uniquely extend Incentivise to outsourced partners and third party organisations, so that every external agent promoting the company's products can improve on their performance and learning in the same way as internal staff.



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INCENTIVE MANAGEMENT SYSTEM

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John Archibald, Director of Operations, Sigmer Technologies Ltd, commented: *“Our vision for Incentivise was to enable managers to not only reward for sales performance, but also for learning achievements and behavioural improvements; essential in any customer service environment. We also recognise that an incentivisation system needs to be transparent and accountable. Incentivise therefore provides a comprehensive level of management information in an auditable environment, with facilities to monitor and report on the success of campaigns.”*

Budget holders can use Incentivise reporting to see how the budget is being spent, who is being incentivised and the achieved change in performance, through the reporting of KPIs and metrics.

Customer Case Study: Sky

Sky is one of the world's leading digital entertainment providers, and is the U.K.'s largest digital television platform. Contact centre staff play a vital role in the business as they are at the frontline of the company's image. Sky wanted to improve agent knowledge of their complex blend of channels, and required a system that would manage the incentivisation of over 9,000 contact centre staff, rewarding them for achievements in learning as well as productivity. Sigmer has been working with Sky for over 5 years delivering Focus, Sky's 'learn to earn' web-based staff incentive scheme to contact centre staff in the U.K. and to Sky's outsourced partners in other countries.

Sheila Stirling, Head of Focus at BSkyB, commented on Sigmer Technologies' creation and management of Focus: *“The Focus Scheme couldn't exist without Sigmer. The system allows us to easily measure the performance of every member of staff at any time. I hadn't envisaged how quick and easy it is to communicate last-minute updates to multiple Focus members.”*

Incentivise unique features:

Incentivise is the only solution available that can:

- reward staff for multiple achievements, including learning, performance and behaviour
- generate sophisticated reports for monitoring and auditing campaign success levels
- extend to third parties, such as partners and resellers
- support ongoing training for long-term knowledge retention
- simultaneously manage multiple incentive schemes
- accommodate and integrate with existing incentive schemes
- be used at all management levels, from operational to strategic



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About Sigmer Technologies

Sigmer Technologies has been providing staff incentive schemes for over 5 years and are now offering their expertise and technology under the brand name of Incentivise.

For more information about Incentivise, please visit: www.incentivise.com.

Sigmer Technologies, founded in 1999, is based in the Innovation Centre of the University of Sussex, Brighton, and has attracted a number of high profile clients, including: British Sky Broadcasting, The International Save the Children Alliance, Scottish and Newcastle, British Red Cross, RNIB and RNID, The British Film Institute, and UNHCR. Through a carefully balanced team of specialist developers, designers and consultants, Sigmer offers a full range of bespoke applications, including web design, software and database development, staff incentivisation, and consultancy services.

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