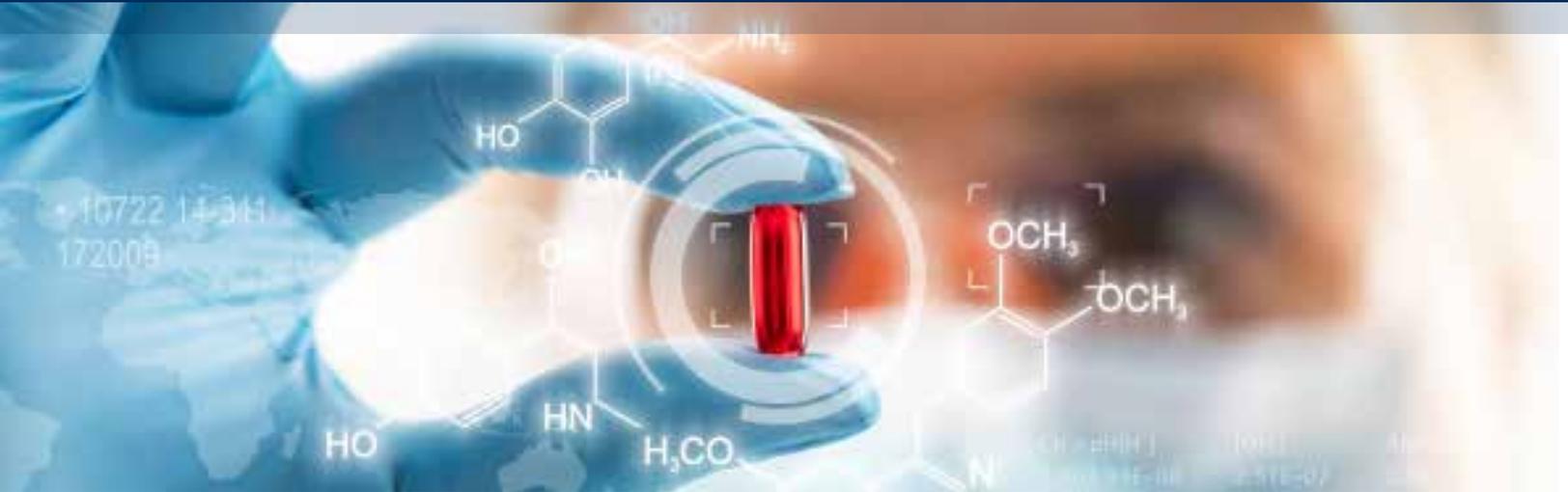


PRESCRIPTION FOR ENGAGEMENT



MOTIVATING PHARMACEUTICAL EMPLOYEES TO RE-ENGAGE AND REDEEM

SITUATION

A major international pharmaceutical company sought to revamp their various autonomous engagement programs into a unified program connecting employees to the company's overall mission and culture through recognition and points-based rewards in an ongoing cycle. Maritz Motivation Solutions developed and administered a global program, which eliminated barriers to recognition such as site, disparate functions or organizations. Employees amassing unredeemed points were missing an important part of the performance cycle that reinforces desired behavior when points are redeemed for rewards.

THE GOAL

Drive employees to engage with the program and redeem award points.]

SOLUTION

One email communication was sent to all employees with more than five points in two divisions of the company, representing almost 14,000 employees. The email was sent out in early December using one of Maritz' email tools, which personalized email content such as point balance to the recipient and contained trackable deep links to the reward catalogue.

DESIGNED FOR SUCCESS

The program did not have an established communication plan, so the visually heavy, program-centric email were a novel* program component. The messaging was simple* and direct, tied to the season of giving and the different ways to use points for gifts. The email updated employees on their progress* in the program, represented by their available point balance.

RESULTS

One email made a big difference. The email yielded open rates over 80 percent and clicks-through rates of almost 15 percent or more, compared to the respective industry averages of 23.4 percent and 2 percent. Visits to the site increased exponentially the day of the email and the following week. At least 30 percent of email viewers scrolled through the whole email and entered the website through the last two visuals presented. Redemption for gift cards remained a top choice, driven in part by the email campaign, and redemption for Bose products rose due to email content and an ongoing sale.

IS THIS YOUR SOLUTION?

Targeted and timely communication can successfully communicate program information and desired behaviors to employees. Emails can be personalized with program information, yielding increased open rates and other ensuing statistics, as well as trackable links identifying the most interesting or motivating content for future strategies. Purposeful, personalized communication can drive redemption, motivate participation or yield changes in desired behavior.

*The design principles highlighted are just some of the behavior-based strategies Maritz Motivation has created through the application of decades of academic research to the incentive industry. Maritz Motivation takes these strategies and designs more effective programs for your business goals and your program members' wants and needs.