

Maritz Helped Cingular Understand How Participants Really Wanted to be Recognized and Rewarded

Situation

Cingular employed a large, diverse workforce. The company had recently undergone a merger leading to a mix of legacy employees and employees from the former company. The client operated both sales incentive and recognition of top performer programs. Although post-event surveys were completed, a broad reward and recognition assessment had not been done for all participants. The Client wanted to understand the business return on their program investment. Did the programs align with business objectives? Were the employees engaged and motivated?

Solution

Maritz recommended a complete review of the client's current programs, using a suite of proprietary assessment tools:

- Maritz IQ – An electronic survey which tests the alignment of program objectives with business objectives, as well as the program's ability to influence behavior and activity.
- Maritz Travel Insight - A factual approach that optimizes travel awards to address diversity, increase motivation and move middle performers to higher levels of achievement. Maritz Travel Insight utilizes a Web-based survey in which respondents view multiple travel program design options side-by-side, and select the option they would work harder to earn.
- Analysis of existing rules structures
- ROI of their annual Summit Event

The ultimate goal was to implement the most motivating reward and recognition program to drive increased performance and maximize business results. In order to get the most meaningful feedback, Maritz recommended surveying everyone who competes for the trip, not just past winners.

"The post-event surveys that we had conducted in the past told us about the event, but they didn't tell us if we are hitting home with the program as a whole. We needed to know more."

Karen Bennett, Cingular Wireless

Employee feedback indicated:

- that rules structures were focused more on front-line sellers leaving managers unengaged;
- that sellers and managers wanted more timely performance feedback;
- that shorter stays at sun/fun destinations are preferred over longer stays elsewhere;
- that a majority of sellers favor peer recognition, and regional events.

Results

Maritz presented a total strategic solution. They recommended that the national sales recognition travel program be revised to focus on regional events. A full communication strategy and solution to support the programs was created, including more timely and enhanced messages. In addition, Maritz recommended changes in the design and rules structure for the overall recognition program that would make it more relevant and appealing to a broad group of participants.

For more information, please call (877) 4 MARITZ or visit Maritz at www.maritz.com.