

Case Study Healthcare

This pharmaceutical company operates an annual President's Club group incentive program to recognize the top 5% of their sales executives. The costs of running the program were increasing making it difficult to include new and motivating destinations.

Challenge

Develop new, motivating destination recommendations to keep the program fresh, while recognizing the large group of qualifiers.

Solution

BI WORLDWIDE introduced President's Club Select in addition to the traditional President's Club Group travel award. The top 5% of the qualifiers were split in half, with the top 2.5% of qualifiers traveling on the traditional group travel award while the remaining 2.5% traveled on their own individual "select" travel experience. This allowed the group travelers to have access to their requested European destinations and properties and the individual travelers the flexibility to choose their preferred destinations as well as the time of the year to travel.

Results

The cost for the President's Club Select travel was 30-35% less than the traditional group travel experience and the participants loved that they were able to choose their destination and travel dates. This allowed for new and motivating destinations as well as a cost savings for the client.

