



## Case Study Technology

A respected software company worked with BI WORLDWIDE to unite all of its recognition activities. At the same time, effective incentives were needed to motivate the global sales force to improve performance.

## Challenge

Motivate the global sales force to drive incremental performance while simplifying all recognition activities.

## Solution

BI WORLDWIDE implemented a global incentive program and designed quarterly and semiannual promotions to focus on key initiatives. In addition, sales management used discretionary budgets to reinforce important outcomes and drive results at a local level.

## Results

Promotions generated returns of 10.4 to 1 or more for the software company. And because of its success, BI WORLDWIDE received a perfect overall customer satisfaction rating.

