



WOW

4 RESULTS

LESS

IS

MORE

**ACHIEVING ACTUAL
PERFORMANCE**

*Effective Employee Recognition
& Reward Programmes*

Introduction

*By altering perceptions in a logical way,
it's possible for companies to...*

PAY LESS & GET MORE!

Studies conducted by **WOW4RESULTS (WOW)** over the past 15 years have shown that companies offering incentives, performance pay, short-term bonuses and occasional individual ex gratia payments are losing out because of three fundamental flaws:

1. Cash is paid out via the payroll (bad move number one)
2. What needs to be done, what was done, and basic recognition of achievements are ridiculously under-communicated (bad move number two)
3. Over time, the positive record of individuals' success isn't leveraged (bad move number three)

Why most Recognition & Reward solutions fail

Whether it's in the Retail or the Services sector, almost 90% of staff who have responded to WOW's Recognition & Reward surveys stated that with other R&R programmes they don't know IF or WHY they earned the incentives!

WOW's experience shows that:



Most participants believe that the reward pay-out is "lost" in the payslip



Because of this, employees think their reward is "swallowed by the bank"



Most participants can't link (or remember) the specific action leading to a pay-out

By paying incentives through a different payment channel on a different date (as opposed to the traditional pay-day) there will be an immediate increase in the effectiveness of the incentive (remembering what had to be done, and if it was in fact done).

An incentive remembered, achieved or not, makes an incentive offered in the future much more engaging and hence effective!

Why WOW succeeded where others failed

WOW pays out thousands upon thousands of individual staff incentives totalling millions of rands during each month (in some cases each week - but never on pay-day) to participants via:

- A Mastercard not linked to their bank, or
- A simple and secret online wallet, with lots of choices
 - a built-in digital shop,
 - an option to save their incentive earnings, or
 - their choice of an immediate bank or Mastercard pay-out

This functionality in and of itself works (greater effect on the target audience for comparatively lower reward pay-outs).

Its efficacy is further turbo-boosted by regular, targeted, and specific individual communication:

1. Communicating to the individual throughout the measured period of the incentive about what they have to do and how they can do it (in the beginning, in the middle and just before the end)

2. Communicating that they have achieved or not achieved the goal, that many others did achieve the goal and tell of the next opportunity for them to (repeat or try-again) to win

3. Communicating about the record of their past successes in an always-visible “individual journal” that marks their successes with dates, narrative and nett winnings (a private motivational statement)

Effective communication is key

Because the same communication channel that tells employees what they've won, tells them what they must do means that engagement with these communications is high.

Given that the most popular communication media channels are SMSs and Push Notifications (because all that's required is a mobile phone), almost all communications are deliberately scheduled for "commuter hour" (before or after work).

Variety is key, emphasis moves from:



*productivity to
safety, sales
volumes to
shrinkage, up-time
to conversion rates*



*who won, and
who's getting
prepared to win*



*leader boards and
congratulations to
improvers*

This is a living initiative! It takes the element of chance out of
DO OUR PEOPLE KNOW WHAT THEY HAVE TO FOCUS ON?

Closing the loop for our customers

The WOW model has found that in the early stages, around 3% of employees will have issues around understanding how the programme works, this decreases to 1% when they become systems-fit.

WOW handles the queries that most employees would feel embarrassed to take to their management or human resources!

We deal with participant issues, compile reports and analyses for our clients and close the loop with every participant that reaches out.

We are an outsource fair-play administrative agency delivering our clients' programmes to their staff, with Service Level Agreements and customised governance structures in place!

In WOW's most successful campaigns, participation by staff is voluntary... they must choose to buy into the logic and fun of the programme (simultaneously they also provide permission and contact details so they can be kept up to date on their progress)

Naysayers (around 5% on average) choose not to register and don't sign the required "pledge" form.



Less is often more!

All WOW programmes recommend short timeframes for sprints that together make up a planned set of activities for, say, a forthcoming financial year.

Regular small pay-outs achieve far more than when there are fewer, less frequent, larger pay-outs.

Almost everybody responds positively to the offer of a “clean-slate”, every week or every month, depending on the nature of our client’s business.

WOW systems allow for plug-ins to the basic concept of driving extra efforts with extra micro-rewards and personalised communications:



***Peer-to-peer
nominations***



***Low-cost pinnacle
events***



***On-the-spot public
recognition of
individuals***

About WOW

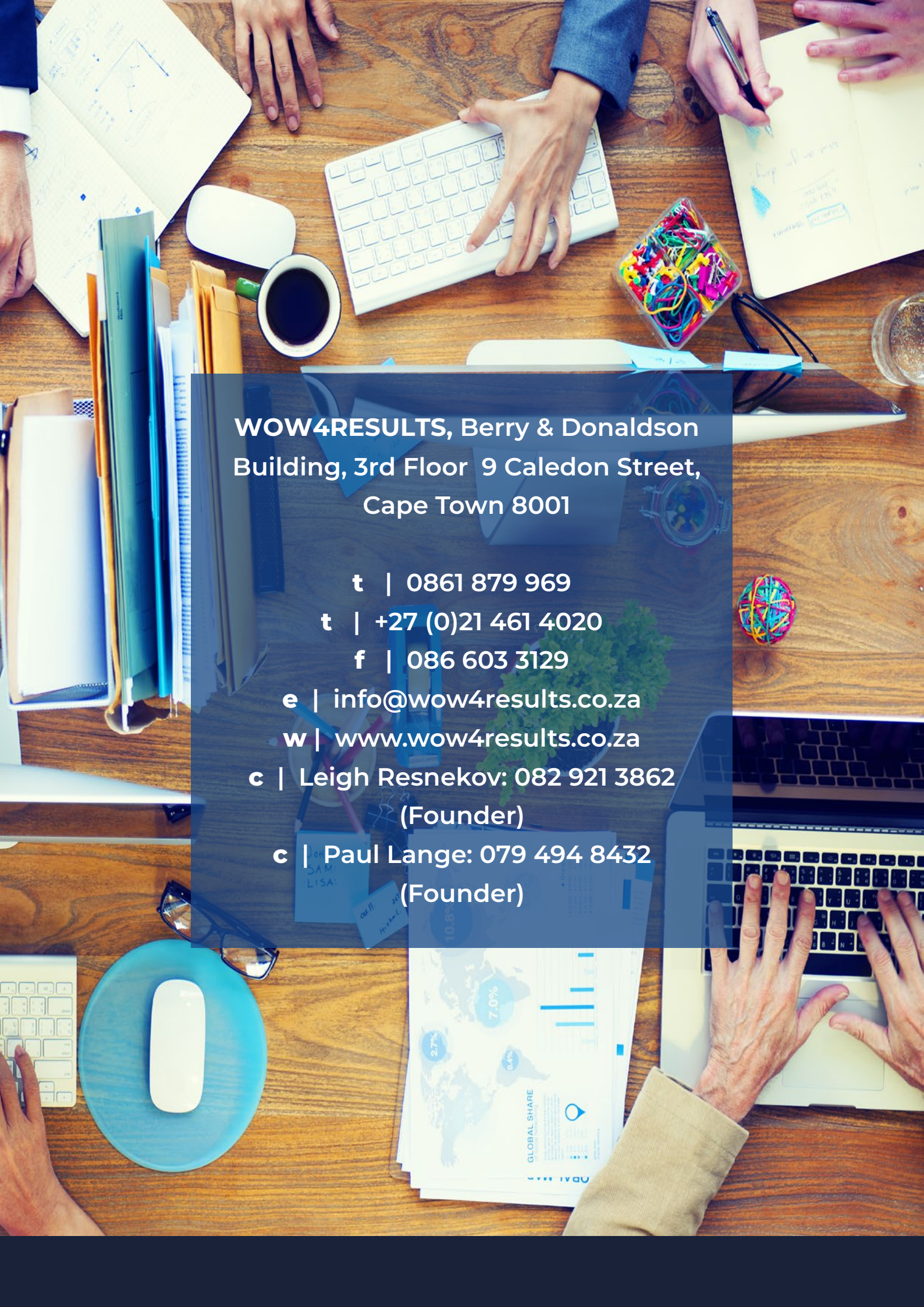


Founded in 2007 by Leigh Resnekov and Paul Lange, WOW4RESULTS has a long history of collaborating with clients in various industries, including retail & financial services, to deliver tailored action programmes to rev up thousands of staff, appropriately and effectively.

At the heart of our success is individual micro-rewards, which has proven to be considerably more effective than competitions or launch events to ensure you have a motivated staff at your disposal.

The principles of designing and implementing successful programmes are in the DNA of WOW's founders. Paul and Leigh lead the WOW creative, IT and administrative staff to deliver on the multiple micro-processes that must be happen per the plan and budget to achieve the results our clients expect.

WOW is also a proud Level-1 B-BBEE and 51% black owned.



**WOW4RESULTS, Berry & Donaldson
Building, 3rd Floor 9 Caledon Street,
Cape Town 8001**

t | 0861 879 969

t | +27 (0)21 461 4020

f | 086 603 3129

e | info@wow4results.co.za

w | www.wow4results.co.za

**c | Leigh Resnekov: 082 921 3862
(Founder)**

**c | Paul Lange: 079 494 8432
(Founder)**