

For over 40 years, Delta Dental has been providing innovative, high quality and affordable dental benefits plans that meet the needs of companies of all sizes – from two employees to thousands.

The Story

Delta Dental is America's largest, most experienced dental benefits carrier. For over 40 years, Delta Dental has been providing innovative, high quality and affordable dental benefits plans that meet the needs of companies of all sizes – from two employees to thousands. As a member of the Delta Dental Plans Association, Delta Dental of Virginia offers individuals and employer's dental insurance and access to the largest network of dentists.

Program Objectives

Delta Dental of Virginia was looking for a program that would motivate their brokers to increase the volume of small group sales. They wanted to encourage

new brokers to begin selling Delta Dental small group benefit plans to their clients, increase the number of brokers selling multiple groups and increase the average size of the group.

To be effective, the solution needed to be easy-to-implement, automated and user-friendly. It was important to Delta Dental of Virginia to make sign-up extremely straightforward and to offer rewards that would be meaningful to every broker.

The Program

Delta Dental of Virginia partnered with Achievers to develop, design and implement SmilePoints, an online rewards program for brokers. Brokers can sign up in three easy steps, accumulate SmilePoints

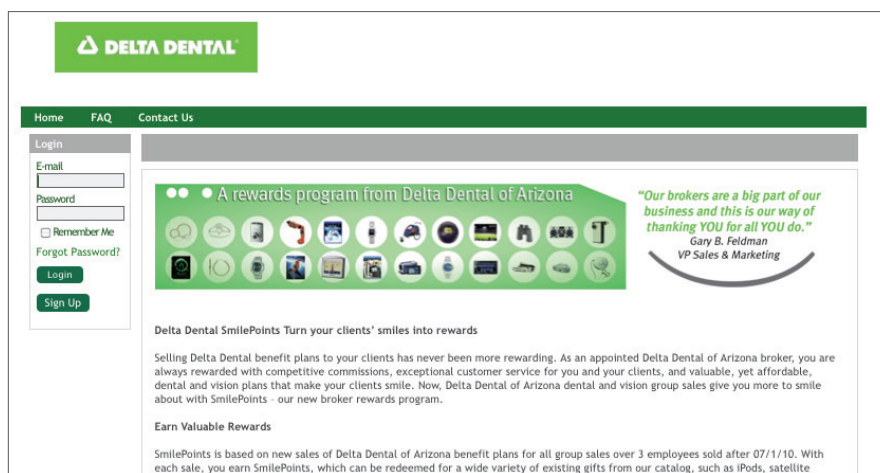
for reaching defined sales targets and redeem their points from an extensive online rewards catalog.

To kick off the program, Delta Dental of Virginia launched a number of promotional campaigns including bonus points for initial signup and first sale. It helped the program to gain immediate momentum among brokers and drove new brokers to achieve their first Delta Dental of Virginia sale.

Results

In the year after the program launched, Delta Dental experienced their highest small group sales to date and Delta Dental doubled the number of its brokers selling 10 or more groups. The program gained significant momentum and saw rapid growth; in the first year Delta Dental of Virginia Brokers redeemed over five million points.

The SmilePoints program is a strategic investment. By cultivating increased sales of its dental plans by its network of brokers and encouraging broker engagement, Delta Dental of Virginia has been able to differentiate itself in the marketplace, strengthen its channel and make it easier and more fun for brokers to do business with the company.



Achievers (formerly I Love Rewards) is passionate about employee rewards and Social Recognition. Our software helps engage employees and inspire performance globally. Achievers' customers include Deloitte, 3M and Microsoft.