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## The Story

Rogers Communications is a diversified Canadian communications and media company. They are Canada's leading provider of cable television, high-speed Internet and telephone services and the country's largest provider of wireless voice and data communications services.

## The Business Challenge

Rogers wanted to incent their fulfillment reps in the Retail Fulfillment Call Center to generate up sell and cross-sell opportunities for every modem or cable box activation. After trying to implement a commission-based structure to motivate employees multiple times, they turned to non-cash incentives as a way to incent and reward outstanding sales performance.

The main objectives for their non-cash rewards program were:

1. Drive incremental sales by up-selling and cross-selling services
2. Increase product penetration across Rogers cable lines of business
3. Increase profitability
4. Sustain a longer customer lifecycle with Rogers Communications by offering choice in their rewards
5. Be able to show ROI on non-financial program

## The Program

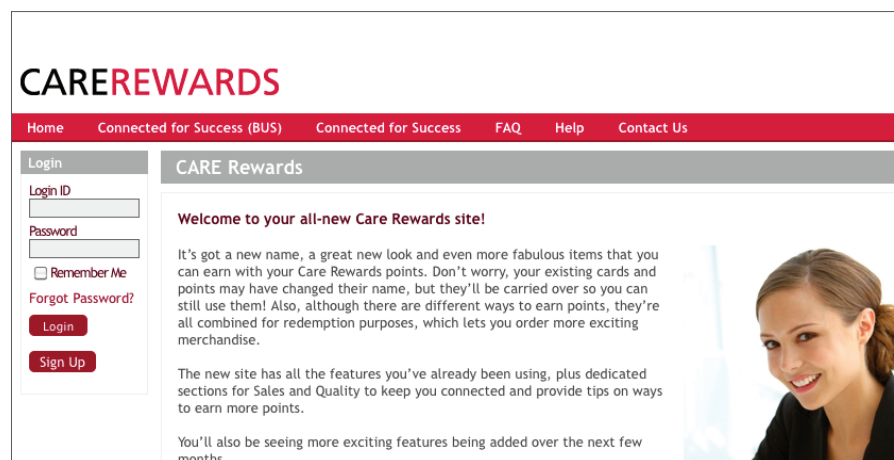
In July 2009, Rogers partnered with Achievers to launch Rogers Care, a non-cash incentive program. When fulfillment representatives sell additional services to customers while on their calls, they submit the up-sell on Achievers' platform, RCAC Rewards, and instantly rewards with points. These points can be redeemed for brand-name merchandise, experiences, Expedia travel and gift cards through the Achievers catalog.

Through Achievers, supervisors and program administrators are able to download reports that display program activity in real-time to measure and track the additional up-selling and cross-selling services sold by the Retail Fulfillment Call Center team.

## Results

Within six months, 69% of fulfillment reps in the call center were active in the program, which is well above the industry average. More importantly within two short months, RCAC Rewards reported a return on investment.

There was a 93% increase in the number of submissions made by fulfillment reps for additional services sold in a six month period. The program was so successful that Rogers introduced a supervisor bonus to help engage supervisors in promoting the program to non-participating reps within their call centers.



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.