

How Rogers used online rewards to double sales in six months

“ The Achievers program for Rogers has helped us create a culture of recognition, increase sales, and create healthy competition for our agents! ”

—Director of Business Operations, *Rogers*

About Rogers

Rogers Communications is a diversified Canadian communications and media company.

Industry

Telecommunications

Solution

Points-based rewards and recognition program

Key Objectives

- Drive incremental sales by up-selling and cross-selling services
- Increase product penetration across Rogers cable lines of business
- Increase profitability
- Show ROI on non-financial program

Challenge

Rogers Communications is 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.

Rogers wanted to motivate 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 multiple failed attempts to implement a commission-based structure to motivate employees, Rogers turned to non-cash incentives as a way to encourage and reward outstanding sales performance.

Solution

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 are instantly rewarded 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

- 93% increase in sales of additional services
- ROI achieved within two months
- 69% of reps active in the program after six months

Results

Within six months, 69 percent 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 percent 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 encourage supervisors to promote the program to non-participating reps in their call centers.

About Achievers

Achievers wants to Change the Way the World Works by helping companies around the world recognize and reward positive employee behaviors every day, resulting in higher employee engagement and better business results. With their award-winning technology, unmatched customer service, and industry-leading expertise, Achievers has powered the world's most successful rewards and recognition programs.

Find them on the web at www.achievers.com.