



Finding the Golden Ticket

Creating Employee and Client Success in Call Centers



Situation

A major telecommunications company was looking to revamp its call center program which was disappointing employees with delayed rewards that lacked motivational power. They wanted to see their employees driven and excited to achieve a business goal.

The Goal – Increase sales by motivating employees with instant rewards.

Solution

The program was designed in four parts for a pilot group of call centers. The central component was a one-day sales competition called the Blitz Bar, used twice in each call center. After achieving their daily sales goal, employees were given a customized chocolate “Blitz Bar.” Some candy bars were the reward itself, but others had golden tickets inside for a merchandise item valued at \$25 or \$50. Employees claimed their prize immediately after unwrapping their chocolate since the rewards were first come, first select.

Designed for Success

The **Simplicity*** of the Blitz Bar component sold the campaign to participants. The Willy Wonka theme captured employees’ attention with its **Novel*** approach and connected them to the **Symbolic*** golden tickets.

Other Maritz Design Principles* leveraged:

- Emotional Contagion
- Emotional Intensity
- Social Proof
- Social Rewards
- Scarcity
- Positive Memories

Results

The program was *"the most successful sales incentive in over 5 years"* for the business, according to the Director of Sales Operations. Participants enjoyed their instant reward, and it showed in the business. All the call centers had an 80 percent lift from other days, and 50% of the call centers broke their all-time sales records.

Is This Your Solution?

A Blitz Bar campaign focuses on capturing the attention of call center employees and connecting them to a mutually beneficial action. This campaign can be an addition to a long-term program that needs a jolt of excitement or a stand-alone campaign that surprises and delights employees. The instant reward immediately reinforces the behavior in question and creates a win for business and participants.

*The design principles highlighted are just some of the behavior-based strategies Maritz has created through the application of decades of academic research to the incentive industry. Maritz takes these strategies and designs more effective programs for your business goals and your program members' wants and needs.