INCENTIFY

A REWARD SYSTEM FOR INCREASING EMPLOYEE RETENTION AND ENGAGEMENT FOR CISCO

"People work for money but go the extra mile for recognition, praise and rewards." –Dale Carnegie

PROBLEM FACED BY CISCO

➢ Cisco is a tech giant with approximately 50,000 employees in USA.

➢ Difficult for every employee to get personal appreciation & motivation.

➢ Lack of recognition results into decreased motivation to do the work which produces low quality work.

➢ Retention is cheaper than replacement.

➢ When an employee resigns, he is more likely to join competitors.

➢ Appreciation of hard working employees results in increased employee loyalty towards the company.

WHAT DOES INCENTIFY DO?

GAMIFICATION is not about trivialising the work people do, the seriousness of their jobs or their intelligence. It is about **empowering** people with *information* and **responsibility**.

Gamified UK

Andrzej Marczewski

➢ Uses gamification concepts to strategize employee retention and engagement policies.

➢ Incentify is a system supporting voluntary participation.

➢ It does not force employees to be a part of it but also rewards employees who are doing their extra bit for company growth, in addition to their assigned work.

WHAT DOES INCENTIFY DO? (CONTINUED..)

➢ Rewards employees based on complexity of the tasks performed.

➢ Non-tangible rewards such as badges, leaderboards, progress chart, access to the system which is restricted for other employees.

➢ Provides redeemable reward points for additional tasks and activities.

➢ These reward points can be redeemed for available rewards displayed on company portal such as gift coupons, vouchers, free passes to events and free food coupons.

➢ The employee can opt for in company perks such as additional two day paid leave, a fixed parking spot in company parking for a month etc.

➢ The organization

TREAT EMPLOYEES LIKE THEY MAKE A DIFFERENCE AND THEY WILL.

Jim Goodnight
CEO, SAS

FUNCTIONALITIES PROVIDED:

➢ Provides employee recognition in the sectors of:

- ✓ Training and Learning – rewards employees based on the new skills learned

- ✓ Support and Services – rewards employees based on average customer satisfaction index

- ✓ Cross-departmental Collaboration – rewards employees who volunteer to work cross-departmentally

FUNCTIONALITIES PROVIDED (CONT.):

- Employee can enroll for a course to learn.

- The system will reward the employee according to course complexity and his performance in the course.

- The system will show the employee his relative performance by showing leaderboard ranks.

- The employee can view his course progress using progression charts.

- The employee will be given certificate of proficiency by the system as a recognition of the new skill learned.

FUNCTIONALITIES PROVIDED (CONT.):

Support and Services:

➢ The system will calculate average Customer Satisfaction Index (CSI) for the employee on monthly basis.

➢ The employee having CSI above specified threshold will receive reward points.

➢ The employee having highest CSI will be declared as 'Employee of the Month'.

➢ If any employee receives 'Employee of the Month' award more than twice, he will be nominated for 'Employee of the Year' award.

➢ For each achievement, employee will be given reward points as incentives.

FUNCTIONALITIES PROVIDED (CONT.):

Cross Departmental Collaboration:

➤ Employee works cross functionally with other team

➤ Opportunity for a reward.

➤ Manager evaluates his request for reward.

➤ Reward points granted according to :
  - Complexity level of activity
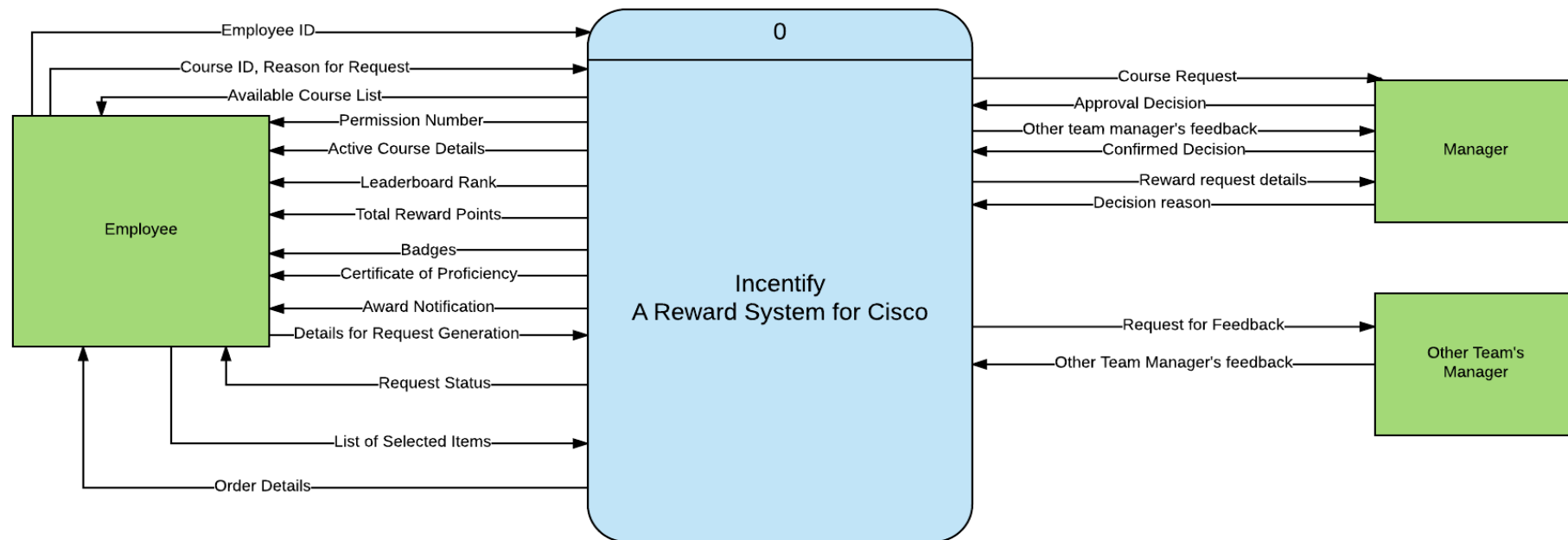 - Number of hours dedicated

WHAT TO DO WITH THE REWARD POINTS

➢ REWARD REDEMPTION

➢ Company has a portal to redeem the reward.

➢ Employee can select items from the portal.

➢ Portal will allow the company to shop in exchange of reward points

CONTEXT DIAGRAM:

CONCLUSIONS:

➢ System recognizes employee's contribution and motivates him.

➢ Earns employee's loyalty.

➢ Increases retention rate of the company.

➢ Refines employee performance.

"Clients do not come first.
Employees come first. If you
take care of your employees,
they will take care of the clients"

~Richard Branson~

THANK YOU!

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