

INSURANCE, REINSURANCE AND INVESTMENT OPERATIONS COMPANY

Sales & Marketing client Since December 2016



CLIENT NEED

- Large agency insurance broker selling 7 kinds of insurance needed an incentive program to incentivize reps to hit and exceed their sales goals
- Reduce difficulties managing their Visa reward card
- Internal gamified system became stale – wanted to introduce excitement

SOLUTION

- Implemented an incentive program so managers could give GiftPass rewards to reps who met and exceeded sales goals
- Added a spin to win game to make gift card incentives more exciting to reps
- GiftPass rewards are redeemable for a choice of over 200 merchant gift cards and never expire so employees can earn and combine or bank their awards
- Added Visa to our catalog of gift cards, making reward fulfillment easier for them

RESULTS

- Increased program spend by **72%** in 2017
- Continued expansion of program in 2018 to additional product lines **resulting in volume increase**; new game opportunities