

NEXTBEE IS TAKING ENGAGEMENT

BEYOND HORIZONS

How NextBee's Technology Investments Are Transforming Incentive Programs



**ENGAGE USERS WITH
FUN & EXCITING
REWARDS**

**NextBee:
10 Years of Creating
Rewarding
Engagements**

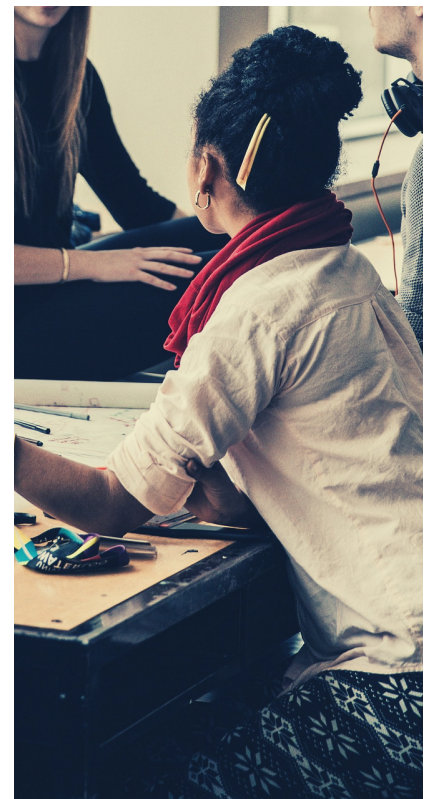
RETHINK & PLAN STRONGER

Success Starts with Proper Strategies

Over the past 10 years, we at NextBee have led the way in transforming incentive programs into complete community engagement engines. And our clients (Netflix, Wyndham Resorts, and the McClatchy Company to name a few) have seen the proven results from using our cutting edge solutions.

You will likely find the same as you increase valuable interactions with customers, employees, and partners, drive more sales, create stronger collaborations, quickly see a better ROI, build deeper loyalty, create higher customer satisfaction levels and so much more.

However, for any of this to work you must understand that there are three things which plague incentive programs. You need to know what these three items are, how to overcome them and what to do to drive engagement not only now but for years to come. So, having said that, let's dive into each of these items and clear up common mistakes so you can plan for greater success.





CNH Industrial streamlines new employee onboarding and training through Community Platform



Wageworks increases tenure and employee performance through recognition and gamification



Hargray harnesses the power of employee feedback and suggestions to improve business practices

THE PLAGUES OF ENGAGEMENT

UNDERSTANDING WHAT THEY ARE AND HOW TO OVERCOME THEM

Plague #1 - Apathy

User apathy can quickly lead to churn rates or below average sales. Apathy doesn't mean that the program user doesn't like what they're getting from you or your company in general. Instead, apathy is when your users are not excited about your brand. Apathetic customers and employees are more than willing to move to a competing brand if the offer is better and the negatives of switching are low enough. Loyalty and apathy are not compatible. It is impossible for people to stay loyal to your business if they are apathetic, indifferent, or disengaged from your company.

Customers who feel like your product, service, or company are easily replaceable are not the kind of customers you want to have. Nor do you want employees who feel they can get a similar or better environment with another company. Nipping apathy in the bud can help you build a better reputation for your business, long-term customer/employee relationships, and also lead to stronger partnership ties with key accounts.

You can turn apathy around with a **personalized engagement strategy**, 16% of churn comes from weak relationships. Importing information such as anniversaries (personal, work and customer), birthdays, etc. and having steady interactions with users creates a healthy bond. Then using a robust platform, like NextBee's, you can proactively monitor user activity to get a snapshot of their "engagement health." You can look for trends and automatically connect with them on a regular basis and have system engagement activities which trigger immediate automatic activities in cases of sudden decrease in interaction.

Plague #2 - Microwave Culture

We live in a microwave culture today. A culture defined by the "mindset of wanting (and nearly getting) everything **"right now"**". Technology has made gathering or sending information extremely fast and we've begun to think that everything in life should be available on demand.

Realizing this, NextBee has invested in technology and best practices which allow for immediate and measurable results that can quickly be seen and "felt" by platform users. Using our nearly decade of experience and research we've compiled hundreds of activities and widgets which focus on getting that "right now" reward. When we develop a program with a client we conduct usability tests to gauge engagement and then we can work with our clients to start nudging behaviors immediately.

Part of this is accomplished through the use of micro-patterning, the collection of data to create "profiles" of average users which can be applied to wider program audiences without having to engage every user and get every point of data from them. Instead, we use these "intuitive profiles" and pattern matching to segment users and then use our robust analytics to tweak engagement which brings the big overall picture more into focus faster and allows for quicker, stronger and more immediate user engagement and gratification.

PLAGUES (CONT...)

Plague #3 - Incentives Become Discounts

While discount programs do engage users since they help people keep more of their money and as much as 96% of the population uses coupons it's not the only way to engage users. Although we regularly meet with companies that are worried that it is. They worry that they will have a huge added expense for discounts or rewards and then the cost of fulfillment.

Let's break some of this down and debunk this plague.

- **Rewards:** There are two types of rewards, hard rewards and soft rewards. Hard rewards are gift cards, cash cards, electronics, etc. whereas soft rewards are kudos, social spotlights badges and the like. We recommend starting with a mix of hard and soft rewards and limiting the options to 4 or 5. Also, for the near limitless rewards we help offer and fulfill, there's no markup (the only normal variables are for physical products).

- **Overhead:** Applying smart forecasting and data planning, based on research and current data vs. "gut feelings", we help companies with planning for not only what rewards to pick but understanding potential fulfillment overhead. It's important for clients to remember if they have a million users they're not going to have a million rewards or even zero rewards but instead there will be a "sweet spot" of engagement and rewards. Also, as we use analytics and find micro-patterns it will become apparent who is motivated by a hard reward and who is motivated by a soft reward.

- **Fulfillment:** A concern for customers is fulfillment and management. With NextBee, we manage the entire process from the beginning and our Admin Dashboard allows for complete program reporting and awareness and automatic fulfillment for rewards. So, there's really no added impact to a company's infrastructure.

Conclusion

An engagement platform which closes the loop between design, interaction, and results gives you the ability to customize your engagement strategies to sustain engagement and optimize results on the fly. The result is more sales, stronger collaboration, better ROI, deeper loyalties, higher user satisfaction and more.

As you can tell by now, this is where NextBee excels.

We use our decade of experience to help make sure you're asking the right questions and are on the right track for using the information to create a program that's virtually guaranteed to succeed.

Our engagement programs come with a dedicated Account Manager. A trusted ally who can help you organize, develop and implement a complete community engagement strategy. Our dedicated team members work hand-in-hand with you to get you up and running quickly while making sure you're using the best practices that will bring your program to life allowing you to maximize your marketing efforts, drive engagements and experience solid results.

Get A Free Personalized Incentive Program Strategy Session

Email: Sales@NextBeemedia.com

Schedule A Meeting: <http://bit.ly/NextBee-Meeting>



NextBee's team is stellar and will work alongside you to ensure your program success.



NextBee has been tremendous in putting in place all the variables for us to be successful!



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