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NextBee

EMPLOYEE ENGAGEMENT PLATFORM

Features, Abilities & Activities

But First: Who is NextBee?

NextBee is the leading marketing promotions platform for businesses with a social-media-savvy audience and the effort is driven by an ever-growing core product development group.

Our seasoned team of account managers, developers and designers will take your program from start to launch. Our metrics driven solution has full integration capabilities with nearly any 3rd party solution and to match any client's needs, we have built our solution as a cluster of programmable web services that can be configured within a short interval to build programs as unique and innovative as our clients' brands.

Tailored Solutions for Multiple Industries

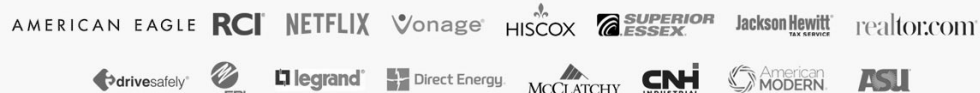
- Retail & eCommerce Stores
- B2B Solution Clients
- Health & Wellness Facilities
- Channel & Inbound Sales Teams
- HR & Talent Development Teams
- Corporate Alumni Relations
- Member Associations
- Schools & Universities
- New & Traditional Media

This document details the features, abilities
& activities which make us...

Trusted by Leading Brands
Loved by Small Businesses

HIGHLIGHTS OF THIS GUIDE

1. Employee Engagement Defined
2. Buzz Building & Engagement Tools
3. Training & Continued Engagement Tools
4. Robust Tracking Technology
5. Employee Engagement Best Practices
6. Limitless Reward Fulfillment Options



Employee Engagement Defined

An employee engagement program is about creating relationships where employees feel passionate, energetic, and committed toward their work.

Engaged employees are easy to spot since all of their core KPI's are usually elevated. A culture of engagement has nothing to do with ping-pong tables in the break rooms instead it comes from people engaging with other people and letting them know they are appreciated, heard, and an empowered component of the company.

When your employees know that you care about their input and they see you are working to remove barriers by instituting various ways of recognition, open lines of communication and ways for them to submit ideas for ways to improve the company they will become invested in the company as a whole. Employees will remain loyal to the company as a whole and they'll tell others about your brand too, especially if they're given incentive to do so.

Build Engagement And Not Just Satisfaction

A robust engagement program begins with an introduction to near-endless possibilities. An announcement of the company's desire to engage their employees, get to know them better, and the willingness to provide valuable rewards in addition to a great work experience. This lays the ground work for creating engaged vs. satisfied employees. Satisfied employees tend to have little loyalty to a company because they are fulfilling their contract of "I show up. I do the job. I get paid. I go home." They are not invested nor rewarded for being a part of the company.

In one of its simplest forms, an employee engagement program rewards users for completing certain activities, usually ones tied to KPI's. The employees often receive points towards valuable rewards or some sort of recognition for their efforts to complete the prescribed activities. Since points and benefits build up over time, the employee has an incentive to remain active in the program.

A robust and personalized employee engagement program augments this basic approach with activities, engagement and incentives designed to establish an emotional connection. The program recognizes important things such as anniversaries, birthdays and years of service.

A quality employee engagement program is a tangible manifestation of a company's commitment to their employees.

Everyone seeks value from their relationships, personal or work. By providing what your employees seek, and demonstrating a commitment to their relationship with your company, you ensure their commitment to you for many years to come.

Buzz Building Tools

Build Buzz and Expand Your Reach through effective word of mouth channeled by social reach of your users. You will also build truly lasting connections with your community members with in-person interactions and effective group dynamics.

Tools Include:

- News & Updates
- Peer to Peer Recognition
- Manager Recognition
- Facebook Posts
- Video Testimonials
- Facebook Like
- Instagram Follow
- Twitter Post
- Twitter Follow
- Email Invites
- LinkedIn Post
- Social Share SMS

Employee Engagement Tools

Truly Engage Users with a solutions which increase repeat uses, rewards employees for meeting KPI's, and much more.

Tools Include:

- Sales Performance
- Call Volume
- Leaderboards
- Feedback & Idea Lab
- Goal Setting (daily, weekly, monthly)
- Surveys
- Group Event and Conference Check-ins
- Workplace Decor Selfie Photo
- Attendance Recording
- Tracked KPI's based on Employee Roles
- Feedback & Suggestions

Training & Continued Engagement Tools

Classroom events and face-to-face sessions have their place, but they have little impact on their own. Effective training needs to be reinforced on a regular basis and training combined with engaging activities are the best way to do that and ensure training is more effective.

Tools Include:

- Training Modules (w/Learning Management Systems)
- Quizzes & Trivia for Product/Brand Knowledge
- Onboarding Challenges
- Process & Safety Certifications
- eSign for Process and Training Completion (w/Docusign)
- Community Voting
- Employee Forums (w/ WordPress)
- Kudos to Peers
- Nomination of Peers
- Polling
- Welcome Bonus
- Log Back In
- Product Up-sells
- Specialized Contests
- Friend Referral Offers
- First to Finish/Adopt New Training Initiatives Recognition
- New Employee/Team Onboarding Support
- Manager Credits for Above and Beyond Efforts
- Level Ups for Team Support - Weekend and Holiday Work, Overtime Work, Taking Shift from a Peer
- Task Completion Checklists
- HR and Compliance Forms
- Safety Course Training
- Safety Checklist
- Workplace Cleanliness Photos and much more...

Robust Tracking Technology

Detailed Tracking of every employee engagement activity, no matter where the activity occurs - offline, online, and even through phones.

Tracking Options Include:

- Order Tracking from Shopping Cart
- Subscription Payment Tracking from Paypal
- Bonus Points For Specific Products
- Points for Post on Facebook
- Points for Post on Twitter
- Twitter Hash Tag Tracking
- Daily Limits on Points
- Promotions Partner Account Tracking
- Tracking of Comments and Reviews
- Special Double Points Weekend
- Promotion Channel Specific Offer
- Customer Profile Specific Offer
- Product specific bonus points
- Two Step Conversion Tracking (Free Trial)
- CRM sales based tracking
- Facebook Like Tracking
- QR Codes and Smart Phone Bar code scanners
- Integration with POS Systems Data
- Customer Visit Tracking for Particular Pages of Site
- Games (e.g. Crossword puzzles) Performance Tracking
- Photo Upload Tracking
- Quiz Performance Tracking
- Team or Customer Group Specific Tracking
- Offline Sales Tracking
- Ad Hoc Credits for Points Upload
- Tracking Data from Affiliate Network Links
- Member Club Id Based Tracking
- Referral Recipient Reported Data Tracking

Employee Engagement Best Practices

As can be seen from above, there are many tools that can build buzz, drive employee engagement and allow complete control over seeing what's working and what's not. All of these tools can be combined with activities that bring everything from new business, increased brand awareness and drive employee retention and loyalty.

Even with great tools like those which NextBee can offer, it still begs the question, "What are some ideas which can best engage employees?" Below, we outline proven ideas – and then discuss why each engagement strategy works.

Involve, Interact, Connect, and Influence

The first activity is for Management. Management must start with these four goals: involvement, interaction, connection, and influence. **Involve** your employees in the process through every communication channel from email to survey to social. Doing so leads to **interaction** and **involvement** and builds a level of **connection** that is similar to that of a good friend. When you achieve these four objectives, you reinforce long-term engagement, loyalty and advocacy towards your business.

Offer Employees an Experience

Every employee needs to be made to feel important. Employee engagement and employee experiences are completely linked; you cannot have one without the other. Nothing delights an employee more than attaching a personal feel to their workplace experience. For instance, if an employee does a great job, send them out a personal message and then perhaps another one on their work anniversary.

Deliver Consistently Excellent Employee Engagement

It's important to note that every contact you have with an employee influences whether they'll perform well and stay with your company long term. And, consistent meaningful employee engagement is also one of the best ways for turning employees from just satisfied workers into excited brand ambassadors for your company.

Limitless Reward Fulfillment Options

Easy Limitless Rewards & Fulfillment - NextBee offers the utmost flexibility in reward choices. Through partnerships with many fulfillment channels, we can offer near endless options. In all cases NextBee manages the entire fulfillment process so there will be no fulfillment effort required from clients.

Options Include:

- Third Party eGift Cards
- Amazon On-Demand Gift Card
- In-house/In Store Coupon Codes (where applicable)
- PayPal Cash Reward
- Daily/Weekly/Monthly Lucky Winner Reward
- Highest Points Winner Reward
- Visa Gift Cards
- Gamification with Redeemable Reward Tiers
- Social Recognition Badges
- Employee Tagging
- Expiring Reward Points
- Virtual Cash with Branded Reward Points
- Limit on Rewards Issued to a particular employee
- 1099 Form Handling for Cash Rewards and many more...

Conclusion

Final Thoughts | Contact Information

This quick guide has covered an overview of features, ideas and tools which NextBee offers for its Engagement Platforms but it truly just scratches the surface of what our company of developers can do.

One added feature and ability that may not be conveyed easily with this guide is that NextBee's entire team is dedicated to providing the best in customer service and works tirelessly to ensure your company's success. From day one we work with the best practices you need to incorporate for driving greater engagement and garnering a stronger ROI.

If you find you still have questions and want to learn more we have several paths you can follow:

- 1) Request an Information Session / Personal Demo from our site info.nextbee.com
- 2) Subscribe to our YouTube channel at <http://bit.ly/NextBee-YouTube>
- 3) Give us a call! (800) 547-1618

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Robust Analytics

Benefit from robust and in-depth analytics, all of which are based on user segments and KPI optimizations, so you can quickly make adjustments for getting the best ROI from your program.



Personalization

By using our Smart Rules System, which is based on profile attributes, engagement levels, earned incentives, and much more, you are able to personalize activities and incentives for your end users



Solution Suite

A complete engagement, advocacy, & social promotions solution suite. Our experience allows you to quickly overcome normal development obstacles & offer a unified branded experience covering every interaction you could want.