SMART POINT OPTIONS TO FIT EVERY NEED

Complete Points and Rewards Control to Create The Perfect Engagement Solution

FLEXIBILITY AND OPTIONS TO FIT EVERY BUSINESS!

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

GETTING TO THE POINT(S).

It's a simple and proven fact, engaged people drive innovation, create change and spur growth. Over the past 10 years we've used that knowledge as our guiding light and built engagement platforms designed to succeed from contract to launch.

Each business we work with is unique, in their needs and in their strategies and yours is no different. We know and understand that, in fact that's what makes it great, working with each client's unique situation. Our core of passionate team members have a relentless focus on your program's organic growth and to "**Deliver Top Results for our Customers!**"

So, what are you creating? Do you have a clear path? Do you need help deciding on activities, rewards, points and all the other variables? No problem. We can customize a solution to fit your goals and your members' needs.

In this guide we're going to touch on a lot of those points but specifically one of the options that causes the most stress and confusion and that's setting up points and assigning them values.

Smart Point Rule Options

When it comes to engagement you can have a near limitless number of activities and rewards you want to use. But this also means you need a system that is robust enough to adapt and handle all the different scenarios.

The NextBee Admin and Points Rules Engine provide the greatest flexibility and options for nearly every business need when it comes to engaging different teams, rewarding for different activities and varying the ways you can award bonus points.

While there are nearly an endless amount of configurations for rewarding points and setting point values here are some that are worth noting:

- **Setting Point to Reward Values: 1 point does not have to equal $1**

  Because NextBee is not a "cookie cutter" solution, the points can vary in value depending upon what a client's needs are and what their goals are. Points can be fixed amounts or they can be based off of a percentage of the numeric value of a product or service. For example, let's say you have tiers in your program and you want people to have to put in some real effort to "level up" before they can redeem a reward. For every dollar spent by a customer you may want to reward them a certain amount of points and have the value of points go up in value the more they spend. So, you might offer something like; 100 points for a $20 gift card (.20/point), next 200 points for a $50 gift card (.25/point), 400 points for a $125 gift card (.3125/point), etc.

- **Different Points for Different Activities: Point triggers can be highly customized**

  NextBee's smart point flexibility doesn't end with setting reward to point values. You can continue to customize from there by setting different point disbursement triggers for different activities. You can set X amount of points for Activity A and X points for Activity B but you can also adjust variables such as X more points for completing Activity A at a certain time. Or, X points to all the users who complete Activity A that are in one segment but then give more points to all the members in a different segment or user type or referrer, or account manager, etc. As you can see the options are nearly limitless but that's not where the control ends either.

- **Complete Management Control: Unlimited Admin Users & Limitation Controls**

  When it comes to points and rewards, you really need control to keep a handle on everything. You may want to limit expenses so you need to set a max number of points per user or a max number of points per day or a max total points that can be accumulated, etc. that's easily done in our Admin. Additionally, you can set points to only be dispersed after a certain amount of time (i.e., after the refund period has passed for returns) or you want to have them expire if not used within a certain time frame, etc. again, easily setup within our Admin panel and you can combine or exclude any rules and conditions that you need in order to control the process.

- **Bonus Points: Create Impromptu Engagement**

  The ability to offer ad-hoc and bonus points is built into the NextBee system and much like the earlier sections have noted, it's something you have complete control over for what triggers bonus points and who can give them out. Some of the more common bonus point triggers include: activities completed at a certain time, purchase of a certain product, activities completed by a the sales team, line item totals, special offers redeemed, etc. Bonus points and ad-hoc points both give that quick boost of excitement and encourage more program participation and brand loyalty.

Conclusion

Companies have unique needs from contract to launch. They need help picking rewards, assigning points values, creating activities that produce results, etc.

They need a company who helps close the loop between design, interaction, and results giving them the ability to customize engagement strategies, sustain engagement, and optimize results which equates to more sales, stronger collaborations, better ROI, deeper loyalties, higher satisfaction rates and more.

This is where NextBee excels.

Our team helps you find the right solutions, organizes, develops and implements a complete engagement strategy while working hand-in-hand with you from start to launch to ongoing success.

Get A Free Personalized Program Strategy Session Today!
Email: Sales@NextBeemedia.com
Schedule A Meeting: http://bit.ly/NextBee-Meeting

Our Success Stories

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

Vonage Drives Success with Social Influencers and Brand Ambassadors

AirPort Parking Drives Retention Among Business Travelers

ADH Guardian Drive Revenue Through Personalized Promotions

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