

Recognition Program

Westpac

theBRIEF

Develop a call centre staff recognition program that recognises superior performers who make a significant contribution to the business.

Create an environment in which staff are motivated by their performance and behaviour, that exceeds agreed expectations and drive superior performance.

theOBJECTIVES

- Develop and encourage new skills that contribute to increased sales and a more diverse sales force.
- Recognise superior performers with opportunities for continual development.

theSTRATEGY

- Directly link the program to the KPI's.
- Recognise and reinforce behaviours to ensure sales targets are met.
- Create framework that is consistent & meaningful to all staff.

theSOLUTION

'Recognising Excellence' rewards monthly and quarterly prizes for staff who achieve KPI's. Points are issued based on and can be redeemed for prizes. In addition to the to the main framework, we also implemented a component that rewarded staff instantly for exceptional work and a component that promoted and glorified consistent performers.

Adrenalin developed the following pieces of collateral to ensure that the program was effective and 'top of mind', launch presentation, launch kits, hanging mobiles, posters, mouse pads, certificates, achievement pins, monthly novelty prizes and recognition boards.

theRESULT

The program has been launched, and trialled subsequently rolled-out nationally due to it's success.



Adrenalin
...what a great idea