

# THE CRITICAL ROLE OF TECHNOLOGY IN ENGAGEMENT

Incentive Management Software

Jeff Dalton, President - Paramax

Paramax - Red Bank, NJ  
Established 1996

Paramax provides point-based incentive, loyalty and recognition programs for employees, sales teams and channel partners.

Clients include over one hundred incentive and rewards companies based in the U.S., Canada, England, Australia, and Mexico.

## Incentive Program Sites

- Biggest chance to engage your audience
- Our participants are barraged from every direction
- Participants actually visit the rewards site frequently, in a properly designed incentive or recognition program.
- Increasingly, users are coming to our sites via single sign on from their employee portals (formerly “intranet”)
- Take advantage of it!!!!


# Increase participation by engaging via the Incentive Program site

- Report wellness initiatives
- Recognize a peer
- Make a suggestion
- Refer an employee

### Peer to Peer

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Select a Recipient:

Select certificate template:

Enter the reason for the nomination (250 character limit): \* †

\* Identifies required fields  
† Supports [Dynamic Replacement Strings](#)

**PREVIEW**

### Refer an Employee

Please provide the information below to submit a suggestion for a new employee.

**First Name:**

**Last Name:**

**Email:**

**Phone:**

**Best time to contact:**

**Resume:**

**Position:**

**Comments:**

**SUBMIT**

# Increase participation by engaging via the Incentive Program site

-Take a quiz

3 **What is the Capital of NJ?**

Trenton

Newark

Red Bank

Neptune City

4 **Where is Dallas located?**

Florida

Maine

Vermont

Texas

5 **What does Paramax provide?**

Food

Speaker Equipment

Incentive Technology Solutions

Office Supplies

-Participate in a survey

If employees could choose a non-cash reward, worth \$1,000 for improving work performance, what would you prefer?

Rating: Highest (5) to Lowest (1)

1 **Travel**  
 1  2  3  4  5

2 **Debit Cards**  
 1  2  3  4  5

3 **Shopping Spree**  
 1  2  3  4  5

4 **Home Improvement**  
 1  2  3  4  5

5 **Sports Tickets**  
 1  2  3  4  5

6 **Electronics**  
 1  2  3  4  5

7 **Cash**  
 1  2  3  4  5

8 **Jewelry**  
 1  2  3  4  5

# Increase participation by engaging via the Incentive Program site

-Report Sales

-Report Customer Purchases

-Access Reports

**Customer:**  
 This is additional information for the participant and will appear below the above prompt.

**Product:**

Model 100 (1,000 Points) :

Model 200 (2,000 Points) :

Model 300 (3,000 Points) :

\* identifies required fields

Subject to administrative approval

Program:  Group:   
 Sort:  Format:

**Manager to Employee**

Manager	Credits	Debits	Balance
Administrator, System	13,000	1,770	11,230
Balow, Brad	15,000	0	15,000

Group:  Sort:  Format:    
 Recurse Groups:

**Summary Transaction Report**

First Name	Last Name	Email Address	Login ID	Points Issued	Points Redeemed/Removed	Point Balance
		tester10@pmx.com	tester10	500	0	500
		54320000@yahoo.com	54320000	500	0	500

# Flexibility

Software needs to work in a way that is capable enough to accommodate requirements, and flexible enough to be customized when program needs are more elaborate.

- Team/Association Awards
- Multi-level Approvals
- Single Sign-On
- Automated Participant Management
- Automated Communication
- Budget Distribution
- Multiple Point Types

## Award Flexibility

The right technology supports multiple different award options, to suit every type of client program.

- Merchandise
- Gift Cards
- Reloadable Cards
- Travel
- Cash
- Emailed Gift Codes/Green Awards
- Corporate awards (paid day-off, etc.)

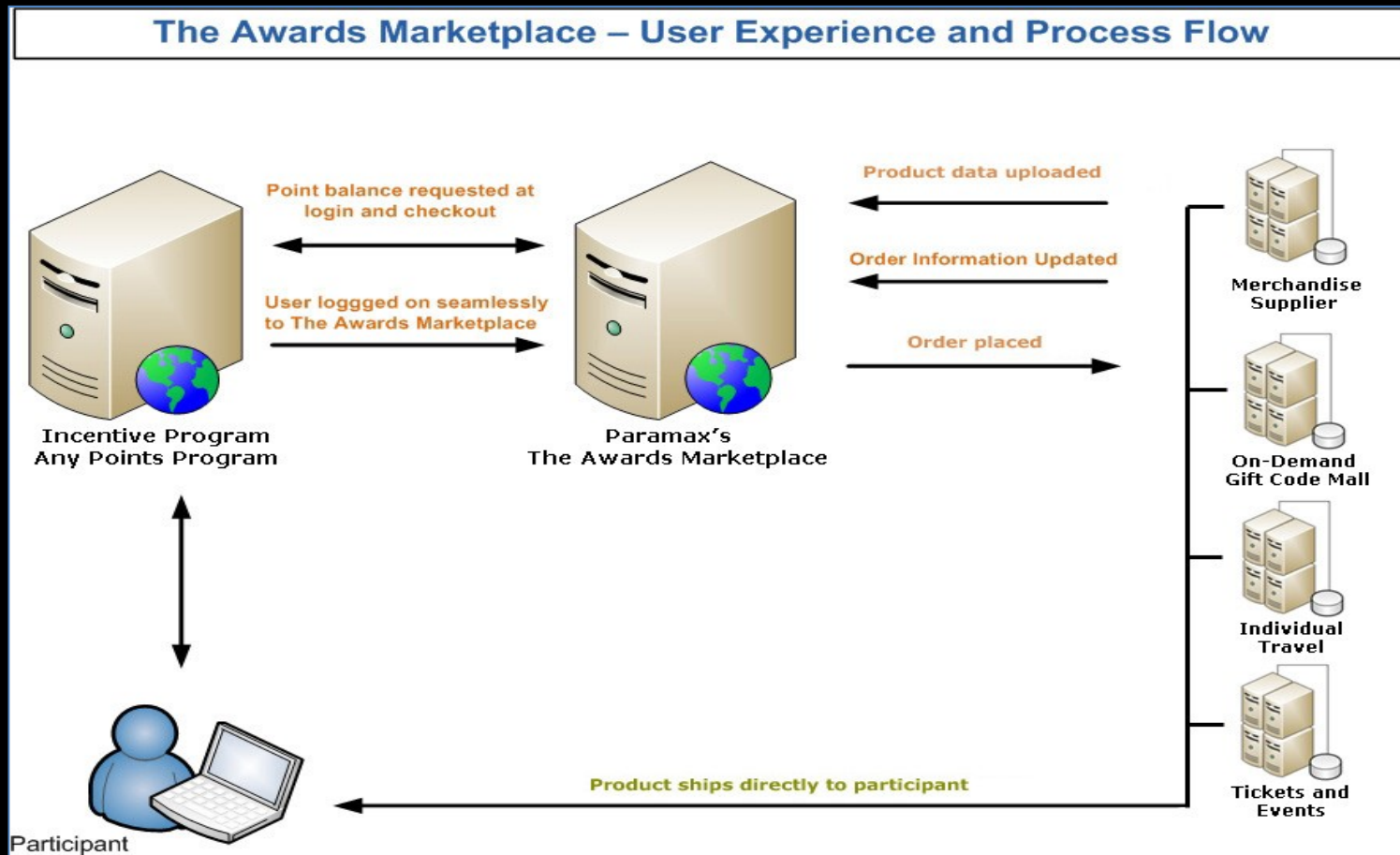
# Ease of use

A well run program is more than technology. The role of the software is to be as easy to use as possible, and to be flexible enough to handle any demand that is placed on it by the customer, without an elaborate learning curve or an intrusive interface.

<b>Control Panel</b>			
<b>Reports</b>	<b>Administration</b>	<b>Awards Center</b>	<b>Site Properties</b>
Programs	Program Administration	Products	Registration
Participants	Participant Administration	Product Options	Application
Nominations	Publish Site Content	Categories	Email
Groups	Manage Site Links	Upload	
Budgets	Approval Review	Point Breaks	
Redemptions	Group Segmentation	Orders	
Surveys and Quizzes	Manually Issue Awards		
Award Catalog	Upload Data		
Taxes	Send Email		
Custom			

# Integration

It's easier than ever to transact data both to and from an incentive technology platform. Transmitting sales data used to be a mammoth task and now it's daily occurrence. Better incentive technology platforms can also provide data about user participation and engagement more easily than ever.



# Communication

Employees, customers, reps, and other participants can be communicated with on their own terms, via web, mobile, social network, SMS and email.



Social network



SMS



Email

# Mobile Applications

Smartphone apps for participant engagement via mobile device



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