

Success Story

CallSource®

How GiftCard Partners and Engage2Reward™ helped a managed services company utilize incentives to optimize business for their call center clients.

THE PROBLEM

CallSource is a managed services company helping small businesses optimize their customer service segments. The services offered specialize in call center improvement, customer relationship management data cleanup, online review optimization, and other analytic solutions.

The sales development representatives (SDRs) at CallSource work as a part of the inside sales team to help generate new business for the company. Utilizing a mostly cold call strategy, the SDRs are responsible for connecting with potential clients and setting meeting appointments to discuss possible opportunities.

With the monotony of cold calls hovering over the sales team on a daily basis, the leadership team found they needed a method to help ignite the fire along with boosting morale.

How do you incentivize SDRs to set appointments and close sales in a simple and streamlined way?

THE SOLUTION

One of the simplest methods to incentivize employees can be found by utilizing gift cards. Gift cards allow employers to present a benefit like cash that can also be managed and tracked.

CallSource presented their needs to the team at GiftCard Partners and it was clear that the best solution would be the Engage2Reward™ gift card ordering platform.

The Engage2Reward gift card ordering platform is a self-service gift card platform that allows organizations to place and manage gift card orders of any size. The Engage2Reward brand catalog offers 300+ brands in both physical and digital formats. Orders can be placed in bulk format or can be sent directly to the end recipient.

The CallSource team can utilize the portal to issue digital gift cards directly to their reps. Once an appointment is set or a sale is closed, the team can initiate a card to be sent to the recipients email or mobile phone within minutes. The robust brand catalog offered on the portal allows the employees options that can include their brands.

With their access to the ordering portal, the CallSource team is also able to extend their employee benefits to other areas of the business as well. Any time an internal department wants to use gift cards for an employee recognition program, they have the access to purchase within minutes.

A secondary benefit of the digital direct delivery gift cards can be utilized to incentivize potential clients. When the sales team is facing the challenge of clients frequently changing meeting appointment times, they are able to offer a digital gift card as a thank you for keeping their schedule time.

The Engage2Reward gift card ordering platform is a win all around.

AT A GLANCE

PROBLEMS

- Incentivizing inside sales team to set appointments and close sales
- Incentivizing potential clients to honor their scheduled meetings

SOLUTIONS

- Engage2Reward™ Gift Card Ordering Portal
- Digital Direct Delivery gift cards

RESULTS

- Employee recognition and morale
- Increased tracking visibility
- Client incentive possibilities

GIFT CARD BENEFITS

EMPLOYEE RECOGNITION AND MORALE

With access to 300+ gift card brands at their fingertips, the CallSource team is able to recognize employees within minutes. Along with their sales/appointment incentives, they also perform sporadic contests within the inside sales team. The portal can also be used to place large bulk orders for other employee morale needs.

INCREASED TRACKING VISIBILITY

The Engage2Reward gift card ordering platform offers a user friendly dashboard that allows individuals to track the status of their digital direct delivery orders. The user can track if the email has been sent and if the card has been claimed. They are able to log in and update recipient information if a card is found to be undeliverable or lost.

CLIENT INCENTIVE POSSIBILITIES

Along with incentivizing employees for successfully scheduling sales meetings, CallSource is also able to offer digital gift cards to potential clients as a reward for attending their appointment. These interactions may be the differentiator in closing a sale.

TESTIMONIAL

"Engage2Reward has helped us with the perfect solution to provide gift cards for employee contests as well as some client awards. We have been very happy with the customer service especially with a couple large orders we made. Highly recommended!"

CallSource®

JOSH OOSTERHOF
Vice President, CallSource

