**Why You Need to Automate Your Manual Incentive Program**
**A White Paper**
**May 13, 2016**
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Manually running an employee recognition or sales incentive program for your company can be both time-consuming and overwhelming. And yet with certain online solutions, the costs can quickly outweigh the benefits if you don't do your homework. What you really need is an automated solution that helps achieve all of your company goals without breaking the bank.

By switching to a cost-effective automated program you should be able to achieve a wide range of benefits, including:

➢ **Reduced Administrative Time**
By automating your employee incentives program, your business will drastically reduce administrative time. No more will one (or more) administrators be bogged down with manual tracking of the budget, purchasing rewards, tracking who got what, etc. Your online program should give you everything at your fingertips and it should take very little time to perform any task.

➢ **Reporting Transparency**
A proper automated program will provide auto-generated reports that give you a real-time snapshot of what's happening with your participants as well as your budget. You should be able to view what you've spent, who has been given incentives and where all data entries (approvals, denials, pending) are at any given moment.

➢ **Instant Recognition Capabilities**
Employees today are used to everything being instantaneous. And when you spot behavior worth rewarding, the last thing you want is any lag time between the event and the award. The goal of a good incentive program is to encourage employees and sale personnel to repeat the behavior. That demands that your program allow you to recognize easily – and for your participants to receive and use the award immediately.

➢ **Mobile Access**
The whole world is getting connected via their mobile devices, and that means your incentive program needs to be accessible anywhere. Company administrators, managers, and even peers should have the ability to recognize and reward any time they spot desired behaviors. That means they will want to use their smartphones to act "in the moment." Additionally, the recipients of the awards will want to be able to view what they've received – and also redeem for awards – using their mobile devices as well.

- ➢ **The Power Of Choice**
  Giving every program participant the same award can actually become de-motivating. What if the recipient doesn't like the gift? Or doesn't shop at the store where you got the gift card? The reality is that when participants are given the choice to pick whatever they want, they become even more motivated to earn more incentives. The added benefit is that if some of your participants want to "re-gift" their award to a friend or relative at the holidays, they can easily do so by picking out something that person would like. You'll want to make sure also that your online provider has a good variety of redemption options without become too overwhelming.

- ➢ **Ability To Spend Your Money On Your Participants**
  The biggest issue companies have with going to an automated incentive program is the cost – and rightly so. Why would you give your money to the program provider instead of the people who actually earned those rewards? When searching for an online solution provider, be sure to understand all the costs involved: are there setup fees, per user fees, etc. And equally important, you'll want to know if there is any markup on the actual awards. Most merchandise-based programs will bury the true cost of the award under the guise of meaningless points. That's how some companies end up paying 15% or more over the retail cost of items. You should never have to pay a markup – and certainly never have your participants be charged additional fees.

**Why choose Payback Incentives as your incentive program administrator?**

**Payback is the perfect automated program to help you achieve all of the above and more, including:**
- ➢ Low cost, high return
- ➢ Fast and intuitive setup
- ➢ Immediate recognition, immediate redemption
- ➢ Drastically reduced administrative time

So if you're running your program manually, all you have to lose by switching to Payback is all the administrative headaches. And if you're using another online program, all you have to lose are the high costs and unexpected fees. Check out how Payback is the most cost-effective, feature-rich program on the market.

**About J. Fitzgerald Group: The Developer of Payback Incentives**

Founded in January of 2002, J. Fitzgerald Group, Inc. (JFG) is an international marketing technology JFG originally developed Payback Incentives in 2005. To learn more about Payback Incentives, we invite you to call 716-433-7688.