

CASE STUDY

Energizing Performance

To ensure the success of any organization, it is critical to influence internal communication effectiveness, channel platform productivity and employee motivation through reward and recognition strategies to build loyal and influential communities.



SERA

Sales Excellence Recognition & Award

ORANGE FRANCE TELECOM IT / EUROPEAN UNION & MIDDLE EAST

Challenge

Building an incentive that lasts

An engaged retail sales force means higher revenue, better customer experience and retention, and a more successful, dynamic sales operation that retains talented employees longer. Orange's six-month incentive period, compared to the industry standard of 12-18 months, sustains momentum and keeps employees focused on their sales goals.

MCI's solution

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The Marrakech and Chamonix programmes were the leading edge of a continuous performance improvement programme. To launch each incentive cycle, Orange's 7,000 retail employees log in to a dedicated website to learn what they should be aiming for. The site serves as a platform for ongoing

communication and motivation, before and after the incentive. In Chamonix, alongside a full programme of activities in a breathtaking location, Orange and channel partner LG Europe integrated sponsored equipment to add an entertaining dimension to the event. Each participant received an LG mobile phone pre-loaded with their Facebook profile, and the devices became the focus of team-building activities involving photos, YouTube videos, and additional gifts for winning teams.

Lasting Results

"MCI clearly understood what we wanted to achieve and how to create great memories for the audience we wanted to reward," said Marc Imhoff, Orange - France Telecom Corporate Retail Director. "The team brought their stories home to their peers and colleagues. With the success of this initiative, we're now extending the programme from nine countries to 14."

Why MCI?

MCI completed two semi-annual incentive programmes for France Telecom's Orange brand, bringing top retail performers to Marrakech in October 2009 and Chamonix in March 2010. MCI believes that when people meet, magic happens. The right incentive creates experiences that motivate participants and prompt them to lead performance improvement in their points of sale.

Building Community



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