

How to Measure Incentive Program ROI

1

Establish Ownership

Clearly identify someone to oversee the program, gather information and follow up with both leadership and incentive program account managers on the program's progress.



2

Analyze Pre-Incentive Situation

Create an accurate account of your situation before you kick off your rewards strategy or incentive plan.



3

Set Smart Goals

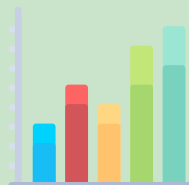
Set SMART (specific, measurable, attainable, realistic, timely) goals. Know your goals from the start and how to measure them.



4

Get an ROI Projection From Your Program Provider

The incentive company you work with should be the go-to source for an ROI calculation.



5

Use Incentive Reports and Analytics

Reports track behaviors and activity in your program to determine its effectiveness.



6

Hold Regular Program Reviews With Your Incentive Company

Your incentive program account manager(s) should have the incentive and ROI expertise to help you locate and interpret incentive ROI data.



7

Look for signs of success beyond sales growth

Look for positive online reviews, social media interactions, improved work environment, better customer satisfaction ratings and other signs the program is helping your company.