



Universal Employee Engagement



Challenge

Neopost guides and supports organizations in how they send and receive communications and goods, helping them to better connect with their customers. Founded in 1924, Neopost has grown to become a global leader in mailing solutions and a major player in digital communications and shipping services.

Seeking a timely and cost effective replacement for their existing incentive solution, Neopost sought out a partner to help create a universal reward program. Encompassing over 1500 employees across their headquarters location in Milford CT, their Customer interaction center (CIC) in Carrollton TX, and their distribution center in Memphis TN, the target audience included Neopost corporate employees, sales representatives, service specialists and dealer community.

Solution

The primary objective of the program was to create a universal reward platform to recognize and reward the accomplishments of Neopost greatest asset...its employees! For over 4 decades All Star Incentive Marketing® has been designing and implementing comprehensive incentive and reward programs that increase employee engagement and satisfaction.

After a quick introduction from Neopost's ad agency, the All Star and Neopost relationship was launched. The All Star team worked quickly and seamlessly to transfer participants and their points from legacy program to the new program - NeoTotalRewards. Understanding the varying levels of employee influence and performance the NeoTotalRewards program was designed with multiple opportunities for recognition and rewards. Each opportunity was carefully branded to convey intended goals and elevate adoption. NeoHunt focused on lead generation. NeoPromo rewards for increased sales. NeoService acknowledges and rewards the tenure of employees. And NeoStar offers peer to peer employee recognition.

To ensure continued engagement and momentum each facet of the program benefits from webinar communications, routine emails and print communications including posters which are positioned in high employee traffic areas throughout each facility.



Neopost | Universal Employee Engagement



Award website



Award Voucher



Program Poster

Results

The selection of All Star's Neopost's employee engagement partner enhanced a small legacy program into a dynamic companywide reward and recognition solution. Success of the program is derived by the number of competitive acquisitions, incremental sales, feedback from customers and overall employee engagement. While participation/engagement levels vary by program focus, there is an average of 87% participation across all programs. Since the program's inception, the program has been met with positive feedback from management, program participants as well as the incentive marketplace...

- “ I went to the All Star team with a piece of paper and pen and a blurred vision. After a short meeting and a brainstorm session, All Star was able to take my ideas, grow upon them and create what is now our ONLY source of a tangible and measurable employee recognition program. All Star has exceeded our expectations. Because of this, we plan to expand our program and utilize other divisions or All Star for our business needs”
- Senior Marketing Manager
- “ I have really enjoyed this program. There are TONS of items available to choose from. I was able to get a new set of golf clubs and tickets to a college football game”
- Area Manager Austin & San Antonio
- “ My experience with the new NeoTotalRewards has been great! I like the variety of ways to obtain points such as Sales of different solutions and the Search and Rescue with submitting Photos”
- Major Account Executive Great Lakes District
- “ An awesome program that keeps me aware of the cross sell opportunities I have in my area, and ensuring I include some type of cross sell in my recommendations. The prizes are great, and the point system is very fair”
- Vice President Business Development, Southwest District

Neopost's collaboration with All Star to create the initial "Meter Hunter" incentive program, designed to increase market share by rewarding independent dealers for identifying users of competitive postage meters, awarded Neopost a winner of 2013 IMA Circle of Excellence Award. The IMA Circle of Excellence Award honors companies that develop outstanding incentive program that are notable for both creativity and results. With over 65 percent participation, the "Meter Hunter" incentive program grew their prospect customers by 20% and generated incremental sales of \$20 million.

NeoTotalRewards continues to expand and grow adhering to Neopost's corporate guidelines and principals. Future program incorporations will include enhancements to existing programs, as well as fitness and charitable categories in which users will be able to participate, continue supporting the program, and earn points to redeem in thousands of categories.

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Engage.
Motivate.
Reward.



All Star Incentive Marketing® is committed to helping businesses grow and thrive by **ENGAGING**, **MOTIVATING**, and **REWARDING** the people behind their success. We do this by developing, implementing and managing powerful incentive and engagement programs that drive customer loyalty, employee motivation, sales, safety, and wellness. With a combination of proprietary technology, superior program management, outstanding customer service, unparalleled product sourcing and fulfillment capabilities, All Star maintains leadership in the incentive industry by helping clients exceed their business objectives.