



# Universal Employee Engagement



## Challenge

Neopost USA provides hardware and software to mailers and shippers of all sizes. Neopost-brand solutions enable businesses to send and receive physical mail, digital documents and traceable packages. More importantly, Neopost solutions help its customers connect with their customers by establishing individualized, one-to-one business relationships.

Seeking a timely and cost-effective replacement for its existing incentive solution, Neopost USA sought out a partner to help create a universal reward program. The company's target audience includes more than 1,400 corporate employees, sales representatives and service specialists in 58 work locations across the country including corporate headquarters in Milford, CT, its Customer Interaction Center in Carrollton, TX, and its distribution center in Memphis, TN.

## Solution

The primary objective of the program was to create a universal reward platform to honor and recognize the transformation and growth accomplishments of Neopost USA employees.

All Star Incentive Marketing® has designed and implemented employee engagement and comprehensive incentive and reward programs for more than four decades.

The All Star and Neopost USA relationship was launched after an introduction from Neopost USA's creative services agency. The All Star team worked quickly and seamlessly to transfer participants and their points from the legacy program to the new program – NeoTotalRewards. The NeoTotalRewards program was designed to include multiple opportunities for recognition and rewards for varying levels of employee performance. Each opportunity carried the company's corporate identity look and feel which conveyed specific goals and elevated adoption. NeoHunt focused on lead generation. NeoPromo rewards increased sales. NeoService acknowledges and rewards the tenure of employees. And NeoStar offers peer-to-peer employee recognition as well as recognition by customers.

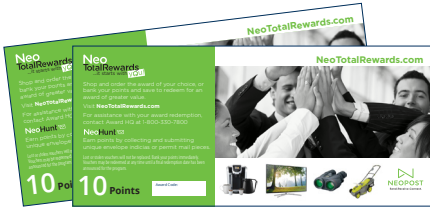
Each facet of the program benefits from webinar communications, regularly scheduled emails and print communications including posters which are positioned in high-traffic areas throughout each facility. This saturation coverage ensures continuous familiarity, engagement and momentum.



# Neopost | Universal Employee Engagement



Award Website



Award Vouchers



Program Poster



Logoed Merchandise

## Results

Neopost USA's legacy employee engagement platform grew into a dynamic companywide reward and recognition program after All Star was selected as a partner. The parameters of employee success are defined by the number of competitors' displacements, incremental sales increases, positive feedback from customers and overall employee engagement. The company enjoys an average of 87 percent participation across all programs.

Since the program's inception, the program has enjoyed positive responses from management, program participants and 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 have expanded our program and utilize other divisions of All Star for our business needs.”

– Senior Marketing Manager, Milford

“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.”

– Sales Manager, Neopost Texas

“An awesome program that keeps me aware of the cross-sell opportunities I have in my area and ensures that I include some type of cross-sell in my recommendations. The prizes are great and the point system is very fair.”

– Business Development Manager, Neopost Southwest

Neopost USA's collaboration with All Star to create the initial Meter Hunter incentive program (renamed NeoHunt), designed to increase market share by rewarding employees for identifying users of competitors' postage meters, won Neopost USA a 2013 IMA Circle of Excellence Award. The award honors companies that develop outstanding incentive programs that are notable for creativity and results. The NeoHunt incentive program has become an intrinsic part of Neopost USA's pool of prospective customers.

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

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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.