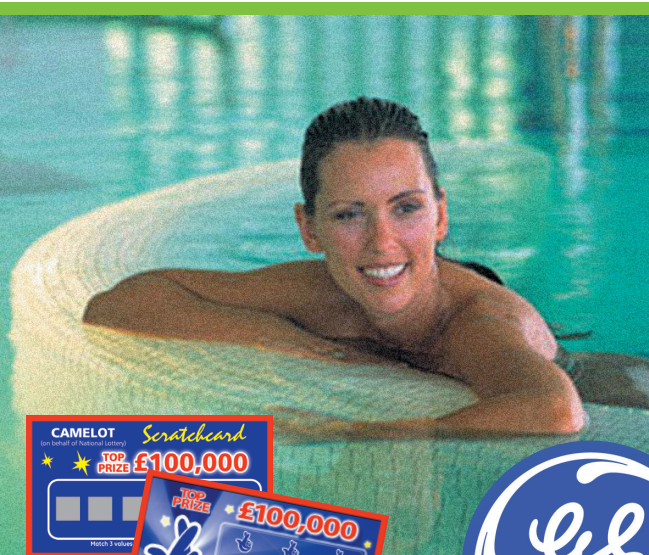




“Dynamic motivation to improve staff performance and company bottom line”



## GE Money (home lending)

### Background and requirements

GE Money operates through Independent Financial Advisors who place their deals with the most appropriate institution.

The requirement was:

- to create a channel incentive programme that increased overall business and at least self liquidated the total cost of the promotion
- to provide a simple paper-based incentive mechanic that would engage IFAs and get them to place their deals with GE Money

### Target audience

All Independent Financial Advisors (IFAs) Specifically to convince top 600 IFAs to register on line to take part in the programme

### Overall strategy

The incentive was designed to get IFAs registered and onto the award ladder early. The whole programme was remote and typified by:

- a cascade launch through management hierarchies
- IFAs being measured on total number of deals at three levels
- constant communication of programme status
- measuring and monitoring of performance, weekly
- performance being reflected back to participants on a weekly basis
- structured reward based on numbers of deals

### The result (6 week programme)

Incremental business increased by 14.5 % over the 6 week period.

Over 600 IFAs / Intermediaries registered for the programme.

The level of written business did not collapse post incentive.



## MOTIVATION case study