To validate and qualify leads, [we] implemented a scoring process. Each lead received a rating of 1 to 5 stars, with 5 being the best. ITA Group analytics determined that leads rating 3 stars or above were twice as likely to sell.

Audience
6,800 field and service personnel

Objectives
- Grow program participation.
- Increase leads.
- Make participants more responsible and accountable for submitting, tracking and following leads.
- Encourage greater collaboration between referring and receiving employees to increase lead conversion rates.
- Tie incentive structure directly to overall financial impact of a lead, better leads, better payout.
- Provide diverse award selection to increase engagement and motivation.
- Provide transparency around lead status and integrate robust analytics to strengthen lead conversion rates.

Strategies & Tactics

Strategy: Increase participation and revenue with an enhanced lead generation program.
Tactics: Moved the lead generation program from a paper-based system to the salesforce.com platform in conjunction with PerformanceSuite App. A Salesforce/PerformanceSuite App strategy simplified lead submission, tracking and follow-up, making the entire program easier and more engaging for participants. Saw vast improvement in the quality of leads and lead conversion rates, as well as revenue tied directly to those leads.

Strategy: Increase visibility and uniformity of incentive programs and results.
Tactics: Tracking and reporting features available with the PerformanceSuite App allowed the client's program stakeholders to view current results in terms of points issued, awarded and redeemed. Additionally, through the combination of Salesforce and PerformanceSuite App, steps to the sale could be identified and rewarded as the lead progressed through the sales process.

Strategy: Increase participant ownership and accountability for lead activity
Tactics: The paper-based system in use didn’t allow leads to be followed or managed throughout the sales process. The PerformanceSuite App ensured participant accountability by enabling them to enter their own leads, see who leads are assigned to, and follow up independently with any questions.

Learn more of our story at itagroup.com.

About ITA Group
We create and manage events, incentives and recognition programs that align and motivate your people. ITA Group has operations in Atlanta, Boca Raton, Chicago, Dallas, Des Moines, Detroit, Indianapolis, Los Angeles, Minneapolis, Philadelphia, San Francisco and the greater New York City area.