Using Rewards in Every Department

Incorporate incentives to drive goals across your organization

BHN REWARDS

Table of Contents

Marketing: Boost Campaigns, Drive Results

Fill the pipeline, run effective events, engage with customers—the list of marketing demands goes on and on. Why not address these goals with digital incentives?

Here are just a few ways marketers can use rewards:

And, since branding matters, you can customize every reward email that your company sends. The reward email comes from your company domain. You can add your company logo and colors to each email and reward redemption page as well, ensuring your recipients recognize the email and its context quickly.

Events

In-person trade shows, virtual booths, webinars—we've now seen it all. Whichever event style you use, digital incentives really are better than **physical swag**. They're contactless, more enticing than a branded pen, they don't create waste (environmental or financial), and they give people more choice!

Customer Advocacy

Nurture relationships with happy customers by rewarding them for actions such as submitting referrals, leaving online reviews, participating in case studies and engaging with your loyalty program or community.

Boost ABM Programs

Build personal relationships with key members at your top accounts by providing curated reward options.

Drive Sales Demos

Drive leads to your sales team, while reducing the number of no shows for demos. Offer a reward for qualified prospects to meet with your sales team.

Integrations Available:

Marketo

HubSpot

OUTGROW

Talkable   zapier

Sales: Engage Leads & Contacts

Meeting sales quotas is never easy, but you can make it easier by adding digital rewards to their sales toolbox. Empower your sales reps to reward prospects and customers on their own terms.

Sales reps can use rewards to:

Engage Prospects

Incentivize prospects to attend a sales demo or try to re-engage a cold lead by offering a reward for a call.

Drive Referrals

Customers are your best advocates. Why not tap into that advocacy by asking them to make a **referral** to someone else at their company or a friend who could benefit from your service?

Boost Customer Engagement

Welcome a new customer, say thank you during the holidays with a gift, or pick a day to surprise and delight them by offering an incentive on a random day!

TIP: Assign your sales reps to **budget groups** to provide a monthly spending limit. You can create different groups such as one group for your outside reps and another for your account managers, providing different monthly budget amounts.

Integrations Available: Microsoft Dynamics 365

Customer Service:
Keeping Customers Happy

No matter how many leads you bring in or how many deals you close, your customer service team is critical to keep those customers from churning. Providing service reps access to your BHN Rewards account will allow them to provide incentives in the following scenarios:

Appeasement

Rebuild trust with unhappy customers. If someone has a negative experience, show them a gesture of goodwill with a digital reward.

Survey Feedback

Drive survey responses from customer satisfaction score (CSAT) surveys or Net Promoter Score (NPS) surveys.

Integrations Available:

qualtrics XM

SurveyMonkey

INTERCOM

yotpo.

Forsta

Human Resources:
Boost Employee Morale & Retention

Using online incentive programs isn't just for customers and prospects—it's also beneficial for internal purposes.

Improve Culture

Whether you're fully in office, hybrid, or remote, engaging employees is key to creating a **positive workplace culture**. Provide thoughtful employee rewards programs and encourage managers to follow suit.

Celebrate Milestones and Holidays

From birthdays to work anniversaries or **giving holiday gifts**, celebrating employees is a great way to boost morale.

Integrations Available:

Microsoft Teams

Tips for Managing Multiple Teams in One Account

It is possible to open up your account to multiple teams without eating up your own team's budget.
Empower your colleagues to set up their own reward campaigns using these tips:

1

Create Budget Groups

Budget groups (an Enterprise plan feature) allow you to assign users to set spending levels. For example, you may provide your sales team with $300 to spend per month on engaging prospects, whereas HR has $500 to spend on employee rewards.

Each budget amount resets monthly, so you can employ a set it and forget it approach.

2

Create Dedicated Workspaces

Establish virtual separation of multiple teams within your account by creating workspaces. Set up a workspace by department, such as the HR workspace and the Sales workspace. Once your workspaces are created you can assign users to one or multiple spaces. Now everyone can create their campaigns and use assigned funds for their own programs, without distractions from anything outside of their team.

This feature is available for Enterprise plan users only.

3 Assign User Roles Thoughtfully

Lastly, as you add users to your account, think through the **different roles** within BHN Rewards and the level of access you want to provide. For a quick high-level, the roles are:

Administrator

Perform all actions in the account and across workspaces. Workspace Admins have control of their workspace-level settings only.

Campaign Manager

Create and manage reward programs, place orders, and approve or request reward recipients.

Reward Sender

Send rewards from available campaigns. This user cannot create new campaigns or access account settings.

Viewer

See all available reports within the platform (this is best for your finance team or someone who does not need to send rewards at all).

Now you're ready to get the most out of your digital incentives program!

Ready to get rewarding? **Create a free account now**.

Already have an account? **Log in here** or visit our **Customer Resource Hub** for more great tips.

BHN REWARDS