

→ Wincentive Presentation

→ **Rob Champion:**
**Managing Director
OneFee**

Tel +44 (0)1442 829272
Mob 07789 200456

Rob.champion@grg.com

→ **Leigh Tapley:**
**Client Relationship
Manager OneFee**

Tel +44 (0)1442 829649
Mob 07818 425044

Leigh.tapley@grg.com

What is Wincentive?

- An off-the-shelf incentive, reward, learning and communication tool
- Enables large scale communication to Employees, Customers or Channel Partners
- Integrated modules including:
 - ◆ Interactive gaming
 - ◆ Campaign management
 - ◆ Learning tools (quizzes and factorials)
 - ◆ Surveys
 - ◆ Email creation and despatch
 - ◆ Reporting and data download

What can Wincentive be Used for?

- Employee, Channel and Customer incentives and motivation campaigns
- Customer Loyalty and Acquisition
- Driving repeat business
- Data collection campaigns
- Large scale communications to any audience



Features and Benefits

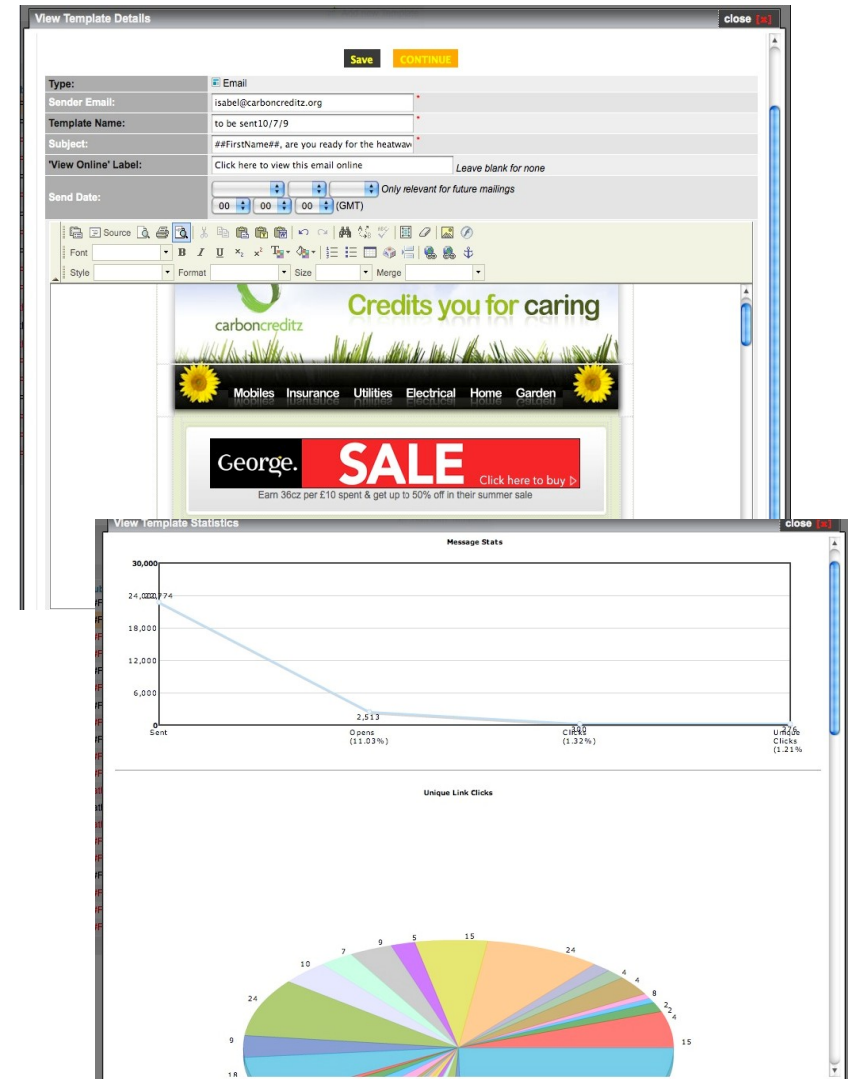
- ✓ Rapid set up and client customisation – average of 1 week from approval of creative to going live
- ✓ Cost effective solution – low set up fees
- ✓ Interactive and engaging gaming tools
- ✓ Ability to run simultaneous campaigns to multiple audiences
- ✓ Self service solution – client can manage the programme themselves
- ✓ Intuitive and easy to use WYSIWYG content management
- ✓ Continuous development in response to user feedback
- ✓ Graphical real time reporting
- ✓ Integrates with Options25 for order fulfilment
- ✓ Highly flexible to fit any budget from £5,000
- ✓ Risk or no risk basis

The collage consists of three main images:

- Top Image:** A physical 'SPIN-N-WIN' machine. It features a 'GRASS ROOTS inspiring people' logo at the top, a digital display showing points (1000, 500, 300) and rewards (150, 100, 50), and a 'SPIN-N-WIN' banner at the bottom. A red 'TEST MODE' banner is overlaid on the left side.
- Middle Image:** A screenshot of the 'RED HOT RAISE THE TEMPERATURE' website. The header includes 'Feel the heat!' and navigation links like 'welcome', 'my rewards', 'my basket', etc. The main content area says 'Welcome to RED HOT for High Potential Accounts ...' and features a grid of buttons: 'Welcome', 'My Rewards', 'The Hall of Fame', 'My Account', 'Golden Chili', 'Who's Ahead?', 'Game Rules', 'Play the Game', and 'Terms and Conditions'. A 'NEWS' section on the right mentions 'Trent Bloggs has won the Golden Chili award for December for his outstanding contribution to the Key Accounts desk team...'.
- Bottom Image:** A screenshot of a 'WD-40' website form titled 'Please fill in your details below'. It includes fields for name, address, phone, and email, and a 'Submit' button.

Email Capabilities

- Emails are very unlikely to be blocked by spam filters so should reach the target audience
- WYSIWYG email editing – intuitive and easy to follow
- Real time deep link tracking – hyperlinks with merged fields can still be tracked (probably unique to our mailer)
- Reporting via graphical stats showing emails sent, opened, links clicked etc. giving a good indication of popularity and allowing for follow-up actions
- Email-scheduling function allowing emails to be sent in the future at specific times (for example for different time zones)
- Flexibility to specify 'From' address



Current users

- **BT** – Sales Incentive and Learning for BT Call Centres, including all of BT Wholesale. Multiple campaigns including quiz, scratch card, fruitmachine and wheel of fortune to encourage learning & reaching goals
- **Centrica** – employee incentive and recognition across 30,000 British Gas staff including tactical campaigns. Fully integrated with Client's Qdos reward platform
- **Toyota** – sales incentives on accessory packs. Integrated with the Toyota Guild motivation programme to drive excellence as well as sales
- **Dell India** – scratch card and sales registration incentive for resellers (partners)
- **De Vere Venues** – a venue booking reward system for third party agents encouraging loyalty to the De Vere brand
- **TRACKER** – car sales people register the details of their sales of TRACKER car security accessories and receive rewards
- **Computer Associates** – one of the world's largest IT management software providers, use their software and expertise to unify and simplify complex IT environments have implemented Wincentive into call centres in 9 countries
- **carboncreditz** - a unique consumer web site, designed to encourage people to earn carboncreditz (a new carbon currency) utilise Secmin for all emails.

GRASS ROOTS 
inspiring people



centrica

 TOYOTA

DELL™ India

DE VERE

TRACKER®
STOLEN VEHICLE RECOVERY

ca Transforming
IT Management.


carboncreditz
credits you for caring



Thank you

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**Pennyroyal Court
Station Road
Tring
Herts HP23 5QY
Tel +44 (0)1442 829400
Fax +44 (0)1442 829405
www.grg.com**