

Case study

KORDIA

Incentive solutions that reinforce brand values



WHEN A LARGE ORGANISATION UNDERGOES A MAJOR RE-BRAND, IT IS ESSENTIAL THAT NEW WAYS OF WORKING AND ASSOCIATED BEHAVIOURAL CHANGES ARE INCORPORATED IN A WAY THAT FACILITATES THE COMPANY'S CORE VALUES.

In the example of Kordia (formerly the THL Group), a business that spans over more than 20 locations in Thailand, Australia and New Zealand and employs roughly 1,000 members of staff to serve its global customer base, a behavioural change solution needed to fulfil a number of objectives in line with a corresponding company re-brand.

Through an innovative and creative approach to problem-solving, 212F developed the Kordia Kudos program, a customised incentive scheme designed to meet these key criteria.

A CUSTOM SOLUTION FOR A UNIQUE CHALLENGE

Kordia required a solution with a multi-targeted approach. The right incentive program would not only boost company culture and morale, but also help to unify Kordia staff members in pursuit of the company's core brand values - 'expert', 'curiosity', 'solid' and 'sure we can'.

The re-branded name Kordia stands for harmony, and this was another key area of focus for this organisation as it moved to motivate and unify its employees.

Any incentive solution adopted by the brand would need to be embraced by staff 100 per

cent, and 212F needed to take into account that Kordia employees are extremely busy when developing potential solutions to these challenges.

GOING WITH THE FLOW - incorporating incentives into everyday routines

212F knows that incentive programs tend to be most successful when they can easily attract participants and fit into the existing company culture.

The Kordia Kudos program was a good fit, as it was designed to be a behavioural change that fit within the existing working environment at the organisation. Rather than requiring Kordia staff to make major structural changes to their working day, Kordia Kudos instead fostered greater efficiency by providing better education on the re-branded organisation and its core values.

In addition to creating attractive rewards from hundreds of different suppliers, the program was built into the key performance indicators for managers, who were then encouraged to embrace and promote the rewards scheme.

AN ONLINE SOLUTION FOR ADDED CONVENIENCE

Another way 212F was able to work alongside Kordia - which is known for its innovative solutions - was to make its Kordia Kudos program accessible online with a customised website.

This solution allowed 212F to cater to Kordia's geographically diverse employees and offer a unified solution through a fully-automated program that would allow the entire scheme to be organised, tracked, managed and reported online.

212F are the experts when it comes to designing behavioural change solutions that help you drive sales, engage your staff, improve morale and culture, and promote the best in your business. We have years of experience in delivering successful programs so contact 212F now to discover how you can promote engagement within your organisation.

212F PTY LTD

Melbourne: (03) 8620 7820

Sydney: (02) 8572 8888

www.2one2f.com

