

Case study

SUBARU

Recognise & reward your employees outstanding efforts

212F DESIGNED AND DEVELOPED AN INCENTIVE PROGRAM TO ASSIST SUBARU AUSTRALIA TO **RECOGNISE AND REWARD THE EFFORTS** OF THEIR EMPLOYEES AND DEALER NETWORK.

The Pleiades Club Recognition Program was specifically created for Subaru Australia's sales consultants, sales managers and business managers acknowledging their hard work and dedication to the business.

Employees were credited for their individual sales efforts with Pleiades points, also receiving bonus points for outstanding teamwork by their respective dealerships.

The incentive scheme took the name of 'Pleiades' as the Subaru badge is inspired by the group of stars in the Taurus constellation named The Pleiades. Pleiades also refers to the Japanese word for unite - so what better name to call the program?

Pleiades points for the incentive program were allocated according to roles in the dealership, with sales consultants, sales managers and business managers each having different criteria to meet.

Employees were able to monitor their progress with an easy-to-use target tracking website which detailed how points were earned, how many were needed to meet certain levels and also what rewards they were in for.

A weighted points system was developed to ensure a level playing field for all the dealers, to ensure the large and metropolitan branches didn't have a higher advantage over small or rural dealerships.

Three levels of recognition were established with gold, silver and bronze categories. Sales consultants, sales managers and business managers all had separate standards in qualifying for the three levels.

Gold was the level Subaru Australia employees aspired to be, as the prestige of reaching this status is of great significance to the company.

Gold status employees would be recognised throughout the Subaru Network as outstanding professionals among their peers.

A key driver in aiming for the highest standings was that the top employees from each division (sales consultants, sales managers and business managers) would officially be recognised at the end of each year with a presentation of gifts.

Recipients were acknowledged at an annual state-based awards dinner and presented with commemorative Pleiades Club lapel pins and presentation certificates according to the level they had attained. The silver winners were also awarded a silver plated business card holder and Waterman pen, with gold winners received an exclusive Mont Blanc Pen.

In conjunction to launching the Pleiades Club, which was recognition-based, Subaru Australia also announced the SHINE Incentive Program which rewarded employees for their sales results.

This program allowed employees to earn additional rewards, where if sales targets were met or exceeded, extra SHINE credits were earned.

Sales consultants and business managers were then able to redeem prizes using SHINE credits on an online catalogue, where they could claim from an extensive range of merchandise rewards that included products such as appliances, home entertainment systems, watches and jewellery, or even holiday packages.

In addition to this, Subaru Australia gave its sales managers and dealer principals the opportunity to work towards earning a spot on an exclusive, all expenses paid overseas trip, for reaching dealership targets.

The Pleiades Club Recognition Program and SHINE Incentive Program worked to show Subaru employees the culture of unity among the company and also demonstrate that their employees were valued and acknowledged.

212F are the experts when it comes to designing reward and recognition solutions that help you drive sales, engage your staff and promote the best in your business. We have years of experience in delivering successful programs and have a suite of motivational rewards your team will aspire to.

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