

site



CRYSTAL AWARDS



MOTIVATION EXCELLENCE

Inspire Extraordinary Performance

MOTIVATION EXCELLENCE

LOCATION: SCHAUMBURG, ILLINOIS, USA

AWARD CATEGORY MOST CREATIVE SOLUTION DEPLOYED AT A TIME OF CRISIS

PROGRAM NAME GEM CLUB 2020: FROM KAUAI TO CONCIERGE

CLIENT ANONYMOUS



The SITE logo consists of the word "site" in a bold, lowercase, red sans-serif font.

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AWARDS**



**MOTIVATION
EXCELLENCE**

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“Being honored within the industry with the SITE Crystal Award means a great deal to our team! We work to Inspire Extraordinary Performance with every client and every participant. But it starts within our own company. We appreciate this recognition as it truly shows the care and passion we value internally and produce externally. “Thank you” go to our GEM Club team, our client and our strategic partners for helping us fulfill a meaningful reward experience in a time when our industry, and the world, was turned upside-down. Thank you SITE!”
David Jobes, President and CEO of Motivation Excellence

More than 200 participants from a US-based S&P 500 company were counting down the days to their May 2020 top-performer experience in Kauai. As COVID-19 hit US shores in late March however, the company had to cancel their Hawaiian adventure. Luckily, their partners at Motivation Excellence stepped up with a safe, more immediate solution that still provided a high-touch experience to recognize the client's top-performing salespeople.

Within weeks of the 2020 cancellation, Motivation Excellence repurposed travel resources and budgets to instead craft a personalized concierge shopping experience, where winners' imaginations were the only limit in dreaming up customized, unique-to-them rewards. All participants were given points to redeem on a secure website, created in-house by Motivation Excellence and launched in April 2020. Two dedicated concierge shoppers from the Motivation Excellence team guided each winner through the experience, helping them select a personalized and meaningful award tailored to their exact desires.

With 100% participation, winners opted for rewards ranging from home upgrades, to an electric guitar, to future personal travel. Qualifiers noted they appreciated how tailored the experience was, and how Motivation Excellence's pivot was a perfect excuse to treat themselves to big budget items they would not have purchased otherwise.

The Motivation Excellence team also included two additional perks to round out the experience, incorporating gift suppliers the winners would have met with in-person had they been able to travel to Hawaii as planned.

In fact, Motivation Excellence stayed in constant contact with suppliers, navigating cancellations, tracking ever-changing conditions, and monitoring future travel possibilities. Because of their flexibility and commitment, Motivation Excellence plans to deliver elements from the original program for this same client, with a Hawaiian travel experience hopefully taking place in 2022. This gave suppliers the promise of future business, while saving the client 100% of hotel cancellation fees and 83% of other supplier fees when the COVID-19 crisis first hit in 2020. Thanks to Motivation Excellence's diligent work, the client has also locked in their 2020 hotel rate, protecting their program budget from any potential post-pandemic price surges.

With their quick thinking in the interim and careful eye toward maintaining longer term relationships, Motivation Excellence was able to offer the best financial benefits for their client while still delivering the expected high level of recognition for its top-performers.

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