

MEASURING THE ROI OF INCENTIVE TRAVEL

Getting the most from an incentive travel program to make sure it's helping your firm work toward strategic company aims and make progress toward shared organizational goals requires the right data.

Here are some examples of what you can track to show the returns of your incentive programs.

QUANTITATIVE DATA TO CONSIDER

Sales growth

- Increased sales of certain products
- Increased YoY individual sales numbers
- Increased YoY team sales numbers
- Increase in qualifying targets, if program is capped
- Account-based growth
- Estimated market share

Client and customer needs

- Customer satisfaction scores
- Volume of loyalty or repeat business
- Net promoter scores (NPS)
- Customer referrals
- Ticket or support wait times

Pre- and post-program sentiments

(recorded on a 0-5, 0-10, etc. scale) **of how...**

- Loyal employees feel to the company
- Motivated employees feel in their current role
- Eager employees are about promotion possibilities

Employee retention/churn metrics

New client acquisition targets

QUALITATIVE DATA TO CONSIDER

Questions fielded from qualifiers about advancement or other growth opportunities

Activity and contributions in shared company communications channels

Quality of connections maintained between leadership and return qualifiers

Quality of connections maintained amongst return qualifiers

Observable changes to company culture

Industry benchmarking: is your rewards scheme comparable to competitors?

Progress and contributions toward wider corporate ESG goals