



OneAmerica

Company Cultures Come Together Through Unified Incentive Program

- Looking to maximize incentive ROI, across 5 companies, OneAmerica wanted to consolidate, streamline and better target its programs
- Maritz advanced survey methodology uncovered key differences between age groups
- The results enabled OneAmerica to spend its incentive budget more wisely, with better-targeted programs

Working with the client, Maritz helped identify the business objectives of each company and develop an understanding of the diverse preferences of various audiences.

Situation

OneAmerica is the parent organization of five companies that sell financial services through independent producers. It had been running separate incentive programs through multiple vendors. A new CFO questioned the programs' ROI. Could consolidation with one incentive company lead to better results and cost savings? How could they best meet objectives that varied by company? Were they recruiting and rewarding the right people?

Solution

Maritz recommended a comprehensive, people-driven review of current programs, with a sophisticated research component. Working with the client, Maritz helped identify the business objectives of each company and develop an understanding of the diverse preferences of various audiences.

An electronic survey tested the program's alignment of program objectives with business objectives, and influence on behavior and activity. A Web-based survey then presented multiple travel program design options side-by-side, and producers selected the option found most appealing. Clear preferences were identified:

"We wanted to find a partner who could add value, and who could help us make better business decisions in terms of working with our producers."

*Brian Lauber,
OneAmerica CMO*

- Younger producers wanted to bring families because they don't get to spend much time with them. They preferred:
 - Condos, lower-end accommodations with kid activities
 - A meeting format that allowed time for family events, but also time with the CEO
- Older producers (empty nesters) preferred:
 - Pampering with no children included with participants
 - Luxury destinations and activities and more face time with CEO – town hall meetings, 20 people at most

"The message was, 'Give me choices, but I might decide to do none of them.' These people work really hard. They want downtime. They don't want an agenda forced on them," said Diane Dikeman, assistant vice president, strategic marketing, OneAmerica.

Results

OneAmerica:

- Recognized that the diversity in their audiences was not being addressed.
- Got a much clearer understanding of whom they were rewarding and how to best reward them.
- Made its meetings a valuable experience, not just a nice trip.
- Learned how to more effectively spend its investments in incentives programs.

For more information, please visit Maritz Travel at www.maritztravel.com or call (877) 4 MARITZ.