

Motivating your Employees, Sales Reps, Distributors, Retailers or Customers to achieve outstanding performance is a never ending challenge in today's competitive market. Incentive, Loyalty, Reward & Recognition programs are a highly effective way to unlock the potential of the people that can shape the success of your business.

POINT OF DIFFERENCE

- **We Motivate Behavior** Whether you're a large or small company, Mercury Rewards online applications provide an engaging experience for participants while providing a high value, high return solution for our clients.
- Our applications deliver Greater Utilization, Higher Participant Approval Ratings and Increased Performance over other solutions in the incentives management industry to help Increase Sales, Decrease Costs, Improve Productivity, and intensify Customer Loyalty.
- Our solution bills on *Redemption* and not issuance like most others. Therefore we only succeed when you succeed by providing Tremendous Buying Power, No Inventory Commitment and Speed To Market .

SERVICE CAPABILITIES

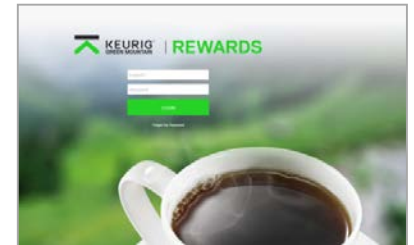
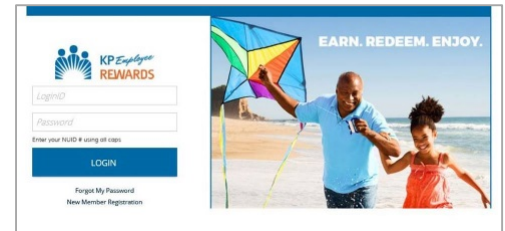
Mercury Rewards offers a single, integrated platform tool with the power and flexibility to run multiple corporate programs across large organizations in a user friendly format. Our technology engine powers whatever you want to drive:

- Consumer Loyalty Programs
- Sales Incentives
- Dealer/Distributor Incentives
- Employee Rewards & Recognition
- Service & Safety Programs

How It Works

A points-based online rewards program provides earned incentives for meeting defined performance objectives on an ongoing basis:

- Program participants accumulate points as desired activities are completed.
- Upon achieving specified point levels, participants can redeem at any time by selecting online rewards of their choice from thousands of merchandise options, always in stock, with an average ship time of 48 hours.
- Authorized Program Administrators can View, Track and Run reports on all aspects of program participation, merchandise orders and funding in real time.
- Administrators can also easily manage rewards site content, make updates and communicate with participants.



Complete Incentive Management Services

- Strategic Program Consult & Custom Program Design
- Online Build Using Market-Leading Applications
- Data Integration Services
- Program Management & Training
- On-Demand Rewards Fulfillment
- Real-Time Tracking/Reporting
- 24/7 Customer Service Support

Program Design Process

- **Strategy:** Identify Business Issue, Identify Performance Issue, Conduct Assessment, Set Goals
- **Execution:** Design Behavior Change Initiative, Communicate Awareness, Develop Skills Through Training, Build Desire with Rewards, Track Performance
- **Results:** Measure Business Outcome, Measure Performance Outcome, Analyze Results