

EMPLOYEE



SPOTLIGHTS BY
NEXTBEE

ENGAGEMENT FEATURES, ACTIVITIES & IDEAS

Ways to Use a Turn-Key Solution
for Employee Engagement

GET STARTED NOW!

Spotlights.NextBee.com

Launch A Powerful Employee Engagement Program in Days!

HIGHLIGHTS OF THIS GUIDE

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But First: What is Spotlights & Who is NextBee?

NextBee, with a decade of experience, has become the leading engagement platform for businesses across multiple verticals with hundreds of enterprise level clients.

Spotlights by NextBee is our top-shelf, uniquely focused, turn-key solution that allows for any company to completely engage all employees from anywhere.

Developed by our seasoned team of account managers, developers and designers, Spotlights by NextBee will quickly launch your program. Plus, our metrics driven solution has full integration capabilities with nearly any 3rd party solution and has near limitless reward/incentive & gamification options all designed to drive ROI.

Turn-Key Solutions for Multiple Industries

- Retail & eCommerce Stores
- B2B Solution Clients
- Channel & Inbound Sales Teams
- HR & Talent Development Teams
- Start-Up Companies
- Call Centers
- New & Traditional Media

This document details the features, abilities
& activities which make us...

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Employee Engagement Defined

An employee engagement program is about creating relationships where employees feel passionate, energetic, and committed toward their work.

Engaged employees are easy to spot since all of their core KPI's are usually elevated. A culture of engagement has nothing to do with ping-pong tables in the break rooms instead it comes from people engaging with other people and letting them know they are appreciated, heard, and an empowered component of the company.

When your employees know that you care about their input and they see you are working to remove barriers by instituting various ways of recognition, open lines of communication and ways for them to submit ideas for ways to improve the company they will become invested in the company as a whole. Employees will remain loyal to the company as a whole and they'll tell others about your brand too, especially if they're given incentive to do so.

Build Engagement And Not Just Satisfaction

A robust engagement program begins with an introduction to near-endless possibilities. An announcement of the company's desire to engage their employees, get to know them better, and the willingness to provide valuable rewards in addition to a great work experience. This lays the ground work for creating engaged vs. satisfied employees. Satisfied employees tend to have little loyalty to a company because they are fulfilling their contract of "I show up. I do the job. I get paid. I go home." They are not invested nor rewarded for being a part of the company.

In one of its simplest forms, an employee engagement program rewards users for completing certain activities, usually ones tied to KPI's. The employees often receive points towards valuable rewards or some sort of recognition for their efforts to complete the prescribed activities. Since points and benefits build up over time, the employee has an incentive to remain active in the program.

A robust and personalized employee engagement program augments this basic approach with activities, engagement and incentives designed to establish an emotional connection. The program recognizes important things such as anniversaries, birthdays and years of service.

A quality employee engagement program is a tangible manifestation of a company's commitment to their employees.

Everyone seeks value from their relationships, personal or work. By providing what your employees seek, and demonstrating a commitment to their relationship with your company, you ensure their commitment to you for many years to come.

Buzz Building Tools

Build Buzz and Expand Your Reach through effective word of mouth channeled by social reach of your employees. You will also build truly lasting connections with your workforce members with in-person interactions and effective group dynamics.

Tools Include:

- News & Updates
- Peer to Peer Recognition
- Manager Recognition
- Facebook Posts
- Video Testimonials
- Facebook Like
- Instagram Follow
- Twitter Post
- Twitter Follow
- Email Invites
- LinkedIn Post
- Social Share SMS

Employee Engagement Tools

Truly Engage Employees with solutions which increase repeat uses & rewards employees for meeting KPI's, and much more.

Tools Include:

- Sales Performance
- Call Volume
- Leaderboards
- Feedback & Idea Lab
- Goal Setting (daily, weekly, monthly)
- Surveys
- Group Event and Conference Check-ins
- Workplace Decor Selfie Photo
- Attendance Recording
- Tracked KPI's based on Employee Roles
- Feedback & Suggestions

Training & Continued Engagement Tools

Training classroom events and face-to-face sessions have their place, but they have little impact on their own. Effective training needs to be reinforced on a regular basis and training combined with engaging reinforcement activities is the best way to ensure the training is as effective as possible.

Tools Include:

- Training Modules (w/Learning Management Systems)
- Quizzes & Trivia for Product/Brand Knowledge
- Onboarding Challenges
- Process & Safety Certifications
- eSign for Process and Training Completion (w/Docusign)
- Community Voting
- Employee Forums (w/ WordPress)
- Kudos to Peers
- Nomination of Peers
- Polling
- Welcome Bonus
- Log Back In
- Product Up-sells
- Specialized Contests
- Friend Referral Offers
- First to Finish/Adopt New Training Initiatives Recognition
- New Employee/Team Onboarding Support
- Manager Credits for Above and Beyond Efforts
- Level Ups for Team Support - Weekend and Holiday Work, Overtime Work, Taking Shift from a Peer
- Task Completion Checklists
- HR and Compliance Forms
- Safety Course Training
- Safety Checklist
- Workplace Cleanliness Photos and much more...

AI Workforce Personalization Defined

We realized and embraced long ago the fact that an engagement program is about creating relationships, but without robust analytical data, it's impossible to know which activities or rewards are actually creating those relationships - employee or customer relationships.

We utilize Machine Learning Attribution Modeling (see below), a system which gathers historical data from your employee engagement efforts to create rules. These rules assign accurate weight, or conversion credit, to each of your program's touchpoints allowing you to analyze your data quickly, accurately, and efficiently.

Once our team and our AI & Machine Learning systems have analyzed data and other factors gathered from your systems (factors such as: average time spent on training, KPI histories, brand knowledge levels, time of engagement with past activities, etc.) we then work with your team to create stages of predictive personalized and scalable engagement through our various engagement engines such as:

NextBee Recommendation Engine - This engine constantly evaluates and re-evaluates employee engagement recognizing what the next activity is that employees will likely do and then directs them towards that activity via the next engine.

Personalized Content Suggestion Engine - This engine, based on employee groups, recent activities, etc., knows what content should be sent to employees and does so through various communication methods such as weekly reminder emails or smart phone push notifications.

Correlation Engine - Based on personalized behaviors, this engine (which can be completely customized) finds at-risk or drop off employees and allows strategies to be created for re-engaging them before they have churned out of the company.

Knowing that the more data a company can access about its employees, then the more it can 'pattern match' similar individuals and identify new micro-audiences, NextBee has created more tools than just the above solutions for personalizing your employee engagement efforts. We're always happy to consult with current clients on additional solutions that may fit their audience and goals and to meet with new clients who may have a need to begin a program or grow a current one into a fully scalable solution.

Spotlights & Data Science

As you can tell, NextBee's system is robust. It logs all the analytical data a company will need. We capture everything from social shares to sales completed to referrals made and a whole lot more so that all of this rich data can be analyzed for a complete picture of the employee/user's journey.

Then, once all the data is gathered, our team of experienced data science and analytics experts work hand in hand with you to tag data, configure feature sets, and create models for experimentation and validation. NextBee takes an "in-house" approach, meaning we become a true part of the team, consulting and pushing the programs to the next level with the same ownership as if we were part of your company.

Our data science process includes at least three stages:

Stage 1 - The Discovery Stage: During this stage we're conducting event correlation analysis where we look for patterns and deduce "**what**" is happening. We look to see if "Event A" happens then how likely following that is it that "Event B" happens? Or, if "Event A" is not happening then how likely is it also that "Event B" did not or will not happen?

Stage 2 - The Agent of Change Stage (aka: The P-Value and Null Hypothesis Stage): Once we have the raw data and looked for correlations, we then go beyond what's happening and move into Experimentation and Observation. Let's say for example, you want to offer a \$2 bonus for referral generation training with the hypothesis of, "This activity will lead to more referral clients." It may, but it may not.

By experimenting in smaller segments and proactively making these activities happen, we can see what the outcomes are or are not. Then we dissect the data again to uncover micro-patterns of engagement, or lack thereof, and from there we can then alter the variables. We can, keeping with our example, see if offering \$3 will lead to more training and thus more referrals or if \$4 will, etc.

One interesting point is that by using our custom Machine Learning system, along with our experienced data science team, we can quickly run different scenarios. Scenarios which allow for accurate prediction and comparisons of what similar users are doing and what they are likely to do.

Stage 3 - Sentimental Analysis Stage: Sentimental Analysis for Attribution or Small Data
Qualitative Analysis for Attribution is the kind of tool a company seeking engagement dreams about.

Sentimental Analysis gauges the employee's opinion of a company's brand/efforts on a scale no human could achieve while giving companies the ability to figure out what employees really think which can dramatically improve ROI. The way Sentimental Analysis works is that a company gathers data from its conversation interfaces (i.e. employee feedback surveys, employee idea surveys, etc.) and this data, by being analyzed, then allows a company to understand what the overall "sentiment" is for their company, their products, their image and their engagement levels. Combining this information along with the other data and experimentation from the previous steps it becomes possible to quickly adjust to not only better meet employee needs but to also gather a deeper understanding of efforts.

As alluded to, a program needs data for the AI/Machine Learning system to work, and NextBee has perhaps the most robust tracking technology on the market.

Robust Tracking Technology

We briefly touched on our detailed tracking technology earlier and how every engagement activity, no matter where the activity occurs - offline, online, and even through phones can be tracked so here is a list of some of our **tracking options**:

- Order Tracking from Shopping Cart
- Subscription Sales Payment Tracking from Paypal
- Bonus Points For Specific Products
- Points for Posting items on Facebook
- Points for Posting items on Twitter
- Twitter Hash Tag Tracking
- Daily Limits on Points
- Promotions Partner Account Tracking
- Tracking of Comments and Reviews
- Special Double Points Weekend
- Promotion Channel Specific Offers
- Customer Profile Specific Offers
- Product Specific Bonus Points
- Two Step Conversion Tracking (Free Trial)
- CRM Sales Based Tracking
- Facebook Like Tracking
- QR Codes and Smart Phone Bar Code Scanners
- Integration with POS Systems Data
- Customer Visit Tracking for Particular Pages of Site
- Games (e.g. Company Crossword Puzzles)
- Performance Tracking
- Photo/Event Upload Tracking
- Quiz Performance Tracking
- Team or Customer Group Specific Tracking
- Offline Sales Tracking
- Ad-Hoc Credits for Points Upload
- Tracking Data from Affiliate Network Links
- New Member Club Id Based Tracking
- Referral Recipient Reported Data Tracking

Employee Engagement Best Practices

As can be seen from above, there are many tools that can build buzz, drive employee engagement and allow complete control over seeing what's working and what's not. All of these tools can be combined with activities that bring everything from new business, increased brand awareness and drive employee retention and loyalty.

Even with great tools like those which NextBee can offer, it still begs the question, "What are some ideas which can best engage employees?" Below, we outline proven ideas – and then discuss why each engagement strategy works.

Involve, Interact, Connect, and Influence

The first activity is for Management. Management must start with these four goals: involvement, interaction, connection, and influence. **Involve** your employees in the process through every communication channel from email to survey to social. Doing so leads to **interaction** and **involvement** and builds a level of **connection** that is similar to that of a good friend. When you achieve these four objectives, you reinforce long-term engagement, loyalty and advocacy towards your business.

Offer Employees an Experience

Every employee needs to be made to feel important. Employee engagement and employee experiences are completely linked; you cannot have one without the other. Nothing delights an employee more than attaching a personal feel to their workplace experience. For instance, if an employee does a great job, send them out a personal message and then perhaps another one on their work anniversary.

Deliver Consistently Excellent Employee Engagement

It's important to note that every contact you have with an employee influences whether they'll perform well and stay with your company long term. And, consistent meaningful employee engagement is also one of the best ways for turning employees from just satisfied workers into excited brand ambassadors for your company.

Limitless Reward Fulfillment Options

Easy Limitless Rewards & Fulfillment - NextBee offers the utmost flexibility in reward choices. Through partnerships with many fulfillment channels, we can offer near endless options. In all cases NextBee manages the entire fulfillment process so there will be no fulfillment effort required from clients.

Options Include:

- Third Party eGift Cards
- Amazon On-Demand Gift Card
- In-house/In Store Coupon Codes (where applicable)
- PayPal Cash Reward
- Daily/Weekly/Monthly Lucky Winner Reward
- Highest Points Winner Reward
- Visa Gift Cards
- Gamification with Redeemable Reward Tiers
- Social Recognition Badges
- Employee Tagging
- Expiring Reward Points
- Virtual Cash with Branded Reward Points
- Limit on Rewards Issued to a particular employee
- 1099 Form Handling for Cash Rewards and many more...



NO COMMISSION REWARDS

We never charge any commission on any rewards.

- **Gift Cards** = No Commission
- **VISA/Cash Cards** = No Commission
- **Experiential Rewards** = No Commission
- **Physical Items** = No Commission

When we recommend a reward or incentive, it's because the data shows it's working or it's not.

Conclusion

Final Thoughts | Contact Information

This quick guide has covered an overview of features, ideas and tools which NextBee offers for its Engagement Platforms but it truly just scratches the surface of what our company of developers can do.

One added feature and ability that may not be conveyed easily with this guide is that NextBee's entire team is dedicated to providing the best in customer service and works tirelessly to ensure your company's success. From day one we work with the best practices you need to incorporate for driving greater engagement and garnering a stronger ROI.

If you find you still have questions and want to learn more we have several paths you can follow:

- 1) [Request an Information Session / Personal Demo](#)
- 2) **Subscribe to our YouTube channel at <http://bit.ly/NextBee-YouTube>**
- 3) **Give us a call! (800) 547-1618**

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Robust Analytics

Benefit from robust and in-depth analytics, all of which are based on user segments and KPI optimizations, so you can quickly make adjustments for getting the best ROI from your program.



Personalization

By using our Smart Rules System, which is based on profile attributes, engagement levels, earned incentives, and much more, you are able to personalize activities and incentives for your end users



Solution Suite

A complete engagement, advocacy, & social promotions solution suite. Our experience allows you to quickly overcome normal development obstacles & offer a unified branded experience covering every interaction you could want.