

# iD points

Do more than just reward.

## Info sheet 02: iD-points v5 new features

The new version of iD-points offers a quantum leap in the functionality and usability of the leading online incentive system. Here's how:



### Dashboard view.

The redesigned Supervisor interface makes it quicker to get a snapshot of your incentive, including recent activity by End Users and the status of your Knowledge Tests and Feedback Surveys.



### Points.

Points are now debited from an End User at the time of placing an order. This makes it much easier for End Users to know how many points they have left to spend.

Supervisors now have the ability to debit End Users as well as credit them.



### Campaigns.

Supervisors no longer have to assign points to a Campaign before being able to distribute points. Now, points are taken directly from the Supervisor's balance.

In the Campaign settings, Supervisors can set a budget to limit the amount of points that can be distributed through it.



### SweepBack.

End Users who do not log in for six months will have their account automatically frozen, and their points transferred back to the Supervisor.

IncentiveDirect will also apply a transaction fee of 25% for this.

End Users will receive several e-mail reminders informing them that they will lose their points unless they log-in.

SweepBack helps Clients to maximise the effectiveness of their incentive, and ensures points are not left lingering in dormant accounts.



### End User communication.

End Users will receive a monthly e-mail statement, with links to new products available in store.

IncentiveDirect will be adding a number of services designed for mobile devices.



## Reports.

The new system offers Supervisors a much greater range of information on their incentive activity.

Supervisors are able to break down their reports by campaign or group, and export to Excel.



## Knowledge Tests, Feedback Surveys, Data Capture Forms.

We have redeveloped the system for creating Knowledge Tests, Feedback Surveys and Data Capture Forms.

Now, there is no limit to the number of questions in a test, or choices per question. Supervisors now have an option to group questions together in pages, with additional copy and images.



## Products.



It is now possible to 'switch off' individual products for any Client, allowing us to offer a more tailored selection of merchandise.

We will be adding product codes to product descriptions and where possible link to full spec sheets for electronic items.



## Managed Services.

IncentiveDirect will be introducing a menu of managed services, to help Supervisors make the most of their incentive campaigns. These would be billed in points.



## Groups.

Supervisors can easily create Groups from selected End Users. End Users may be members of multiple Groups. Tests, survey, forms and news items can be made available only to specific Groups.



## Divisions.

Supervisors can create Divisions from selected End Users. Unlike Groups, End Users can only be members of one Division. Divisions can have unique styling, and custom product categories.



## Overview Accounts.

Currently called Internal Sales Overview (or ISO) accounts, Overview Accounts are able to review details of an End User Group.

Using Groups as the basis for Overview Accounts makes it easy to set up the End Users for an Overview Account, and also make it possible for an End Users' activity and details to be overseen by more than one Overview Account.



## End User preview.

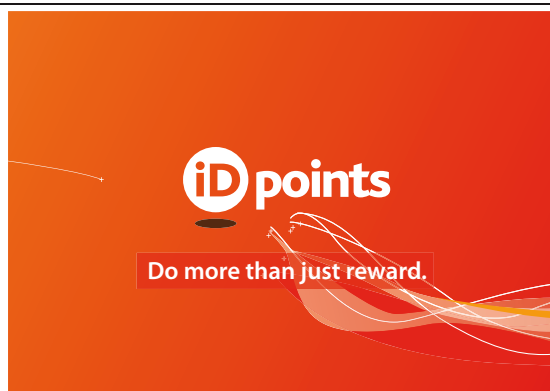
Supervisors can preview the End User view, to check the presentation of news, tests, surveys etc, as well as browse products in the store.



## Future developments.

The redevelopment of the iD-points system provides the foundation upon which we will be able to build additional functionality, including:

- Targetted end user e-mails.
- Credit card top-up.
- Wish lists.
- Super End Users.
- Dynamic groups.



**IncentiveDirect** creates innovative online reward & motivation systems, including the leading sales incentive solution, **iD-points**.

We believe that rewards are the currency of inspiration.

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