



## Sales Incentives

The BGL Group, which owns brands including [comparethemarket.com](https://www.comparethemarket.com), affinity insurance provider Junction and online life insurer Beagle Street, has grown to become one of the largest personal line insurance groups in the UK. The company now has approximately 4.6 million customers and employs more than 3,000 people across Great Britain.

### Brief

The BGL Group approached Motivates about creating an innovative reward and recognition programme. The focus of the campaign would be to increase engagement, participation and motivation amongst staff.

### Solution

Motivates worked with BGL Group to execute a monthly incentive solution for their employees. The Motivates team devised a campaign wherein our exclusive Experiences and Corporate Travel Incentives were included in BGL's monthly prize draw for staff. The aspirational reward campaign recognises staff for hitting performance targets and 'living the brand'. From BGL's perspective, it was important to acknowledge the hard work and determination of each employee who consistently engaged with the corporate values and aspirations.



Each month BGL provides two prizes to employees which range from a gift from our silver range of experience products to a luxury weekend break. In addition to the monthly prizes, BGL also holds an annual awards ceremony in which over 50 employees are commended for their positive contribution to the company. Motivates rewards are also included as exciting prizes within this additional employee engagement activity.

### Result



*We decided to include Motivates into our benefits programme because we wanted to reward our employees for their continued loyalty and commitment to the company. To be able to include Motivates exciting and aspirational incentives within our benefits scheme has been a wonderful and welcome addition. We have received positive feedback from our employees who really enjoy receiving their vouchers. It's a pleasure to work with Motivates; you always work to very tight deadlines and within our budget parameters – this is a great business relationship rarely seen these days – thanks to you all.*

BGL group representative

