

## *Step 9: Tracking & Administration*

Planning how to track and administer your program.

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### *Data Collection And Tracking Challenges*

Tracking and data collection can create some of the biggest challenges and define key opportunities. The challenges relate to the practical issues of collecting and sharing data. Fortunately, the Internet, intranets, and enterprise software or customer relationship applications have made this task much easier, and these tools are further supported by the proliferation of online incentive technology. Some of the available online incentive technology has easily customizable functions enabling administrators to set up measurement elements.

### *Elements To Track*

Most important elements of tracking and administration include:

- Implementing the program business plan according to the time line.
- Having an up-to-date database of each participant
- Setting up a simple system for collecting and reporting data
- Sending out all standing and other reports on schedule
- Making sure all awards get distributed on schedule
- Tracking reports to determine award redemptions and costs
- Calculating results and returns on investment
- Feeding back market or other knowledge from the program

### *Don't Forget The Process Measures*

One of the key benefits of an incentive program is the ability to collect valuable data not only about results, but also about the processes necessary for success. Often, an incentive program helps collect useful data you might not ordinarily obtain unless people (especially channel partners) have an incentive to do so.