



Self Check

Check Your Knowledge Of This
Section

Answer these questions to check your knowledge of what's covered in the Technology Series. An Answer Key follows the questions.

True or False?

1. T F A Gallup survey (“*Zero Defections: Quality Comes to Service. Harvard Business Review*”) reported that higher customer satisfaction scores, higher productivity, and higher profits generally correlate with high employee satisfaction.
2. T F The new generation of online recognition and incentive programs not only support organizational alignment, but also provide critical enterprise advantages.
3. T F Although program communication costs are higher in an online program, companies make up the additional cost by building better relationships with more frequent, more robust and more effectively targeted messages.
4. T F Once a technology platform is in place, additional features and functionality are relatively easy to add without incurring many of the initial start-up costs of a brand new program.
5. T F Where appropriate, multiple programs can share a single database, eliminating the need for redundant data entry.

Check All That Apply

6. The advantages of an online incentive campaign include the following (check all that apply):
 - Administrators can change programs on the fly
 - Creativity is enhanced
 - Performance reporting can be presented in graphic formats
 - All incentive program data can be captured
 - Simpler to implement and administer
 - Customers can change and add programs inexpensively and quickly
 - A wider range of applications can be offered
 - Online incentive systems have the ability to offer 1099 reporting
 - There are more new opportunities for short-term campaigns.
 - Time-sensitive programs are more easily deployed

Now turn the page to check your answers.



Answer Key

Self Check Answers

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1. True
 2. True
 3. False
 4. True
 5. True
 6. All of the items listed are advantages of online incentive programs.