

MEASURING THE ROI OF INCENTIVE TRAVEL: DATA CHECKLIST

Getting the most from an incentive travel program and making sure it's helping your firm work toward strategic company aims and make progress toward shared organizational goals requires the right data.

Here are just some examples of what you can track to show the returns of your incentive programs.

QUANTITATIVE DATA TO CONSIDER

- Sales Growth

- Increased sales of certain products
- Increased YoY individual sales numbers
- Increased YoY team sales numbers
Increase in qualifying targets, if program is capped
- Account-based growth
- Estimated market share

- Client and customer needs

- Customer satisfaction scores
- Volume of loyalty or repeat business
- Net promoter scores (NPS)
- Customer referrals
- Ticket or support wait times

- Pre- and post-program sentiments

(recorded on a 0-5, 0-10, etc. scale) **of how...**

- Loyal employees feel to the company
- Motivated employees feel in their current role
- Eager employees are about promotion possibilities
- Employee retention/churn metrics**
- New client acquisition targets**

QUALITATIVE DATA TO CONSIDER

- Questions fielded from qualifiers about advancement or other growth opportunities
- Activity and contributions in shared company communications channels
- Quality of connections maintained between leadership and return qualifiers
- Quality of connections maintained amongst return qualifiers themselves
- Observable changes to company culture
- Industry benchmarking: is your rewards scheme comparable to competitors?
- Progress and contributions toward wider corporate ESG goals