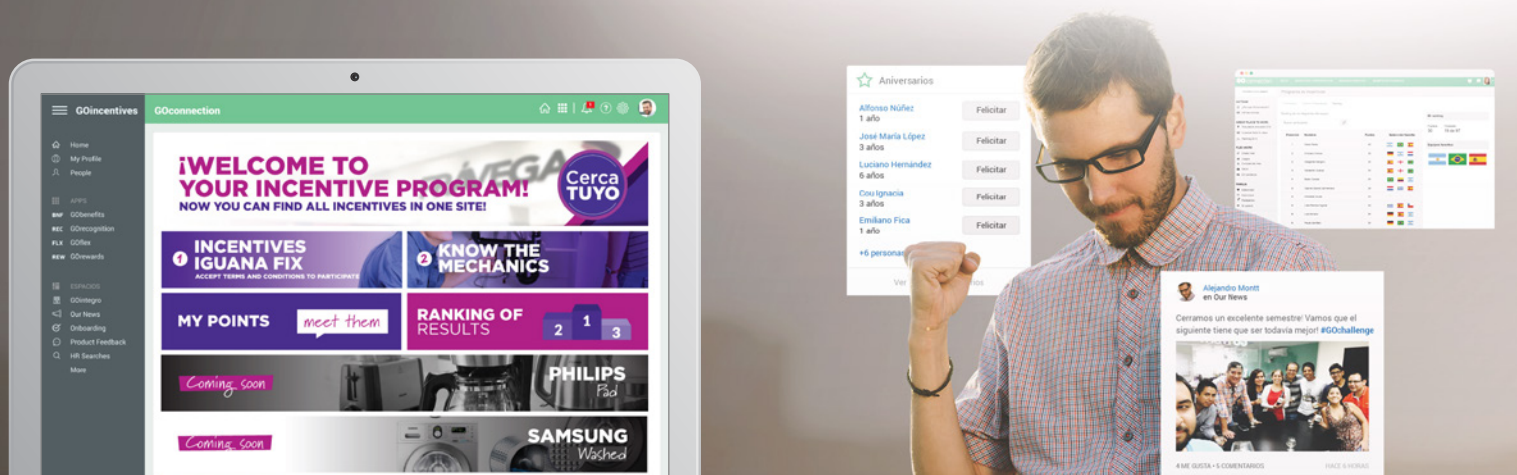


GOincentives



Strengthens the fulfillment of sales force commercial objectives and commercial channels, integrating the monitoring and communication of results.

❖ Strategic and operational definitions of the incentive program

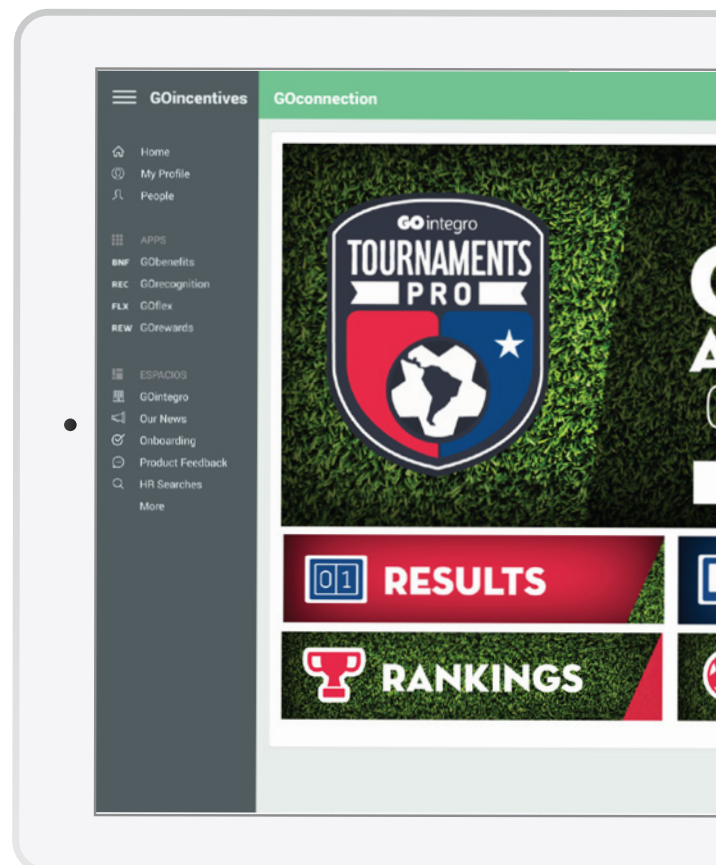
Needs assessment, definition of objectives, operational design and calculation of KPIs.

✔ Model of assignment and exchange of points

GOincentives allows participants to be assigned, based on criterias defined by the company, accumulable points to be exchanged in personalized catalogs of prizes, such as products, purchase orders, experiences and free time.

➤ A single space of communication and interaction

Creation of a communication channel to update and generate objectives, training and news, including the design and delivery of digital communications and special campaigns, with the exclusive branding of the program to strengthen team commitment.



More participation, better results.

Identity and thematic

We develop conceptual thematic proposals to strengthen the program's identity and encourage the involvement of participants.

Communication channels

GOincentives offers different digital and traditional means to promote diffusion and encourage participation.

A true social experience

GOincentives integrates with GOsocial, our social network that allows to enhance the impact of the program, granting the visibility and appropriate interaction between participants.

Account management

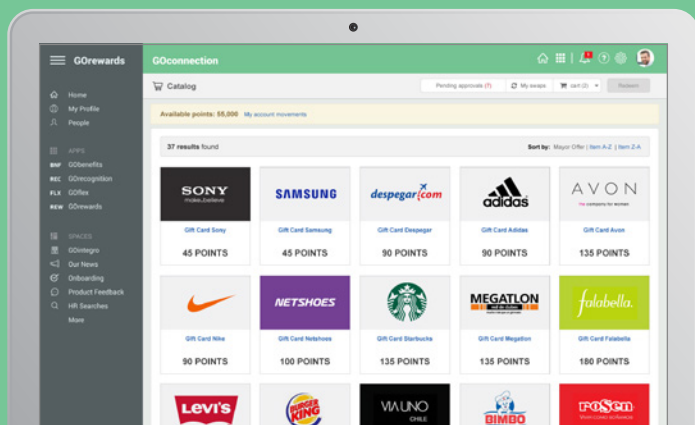
Updating of current accounts by employee, with follow-ups of each movement made and real time balance consultation.

Notification Management

Manage the notification process via email to collaborators every time they make an exchange.

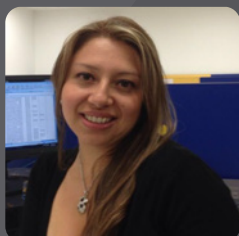
Integration with GOrewards

Periodic reports with the evolution of the programs, participation, achievement of objectives and exchange of prizes, allows to extract information of high strategic value on the incentives that most impact the commitment and enhance the achievement of the objectives.



Integration with GOrewards

Prize catalog to facilitate diffusion and enhance the effect of incentives, without the need to develop complicated integrations. The prize catalog is configurable according to the needs and budget available.



We work with GOintegro because of its personalized, timely, and exclusive attention in accordance with the Bank's requirements. Their high quality products and service responds quickly to our requests.

Suly Muñoz | Commercial Credit Card Director
Banco de Bogotá

More than 500 companies, from 100 to 100,000 employees, use GOintegro day by day to boost organizations Digital Transformation.