



## EXPERT INSIGHTS

Reports on HR Management & Customer Support



To read full reports and related information, go to the links listed below or visit [www.expert-insights.com](http://www.expert-insights.com)

# Redefining Compensation in Today's Workplace

For today's business leaders, hiring and retaining the best employees has become more and more challenging. Globalization, cut-throat competition, a younger and highly mobile workforce, and a marketplace in which opportunities are always open to top talent, call for a new approach to compensation.

In the traditional view, compensation is a simple salary equation, measured in dollars. The company pays money to its employees and in return receives their services. Higher pay equals a more desirable job.

This view is a carryover from the past. Fifty years ago, the marketplace changed very

slowly. Families often had a single wage earner who sought long-term employment and was loyal to the company. Companies, in turn, offered stability to their employees by providing health-care, retirement, and other benefits, in addition to a paycheck.

In today's world companies need a more expansive view of compensation. People still care about how much they're paid, and yes, the traditional salary equation still has relevance, but many elements of compensation are no longer easily quantifiable in dollars (or yen or euros).

Today, wage earners want quality of life. They need flexibility. They search out the

opportunity for alternative work schedules or telecommuting. Increasingly people recognize that resolving conflicts between their work and personal lives is essential to health, happiness, and productivity.

Employers need to know why employees join a company, why they stay, and what makes them productive. Employers must also determine how to modernize their compensation strategies in a way that benefits the bottom line. Traditionalists will always resist this expanded definition of compensation. The old equation, after all, worked well for a long time. But companies that ignore changes in the employment landscape will likely face a future of recruitment, retention and productivity issues, resulting in low growth and weak profits.

To read the full report, go to [www.expert-insights.com/ceridian.asp](http://www.expert-insights.com/ceridian.asp)



Ceridian offers the broadest range of solutions to manage a company's human resources and employee effectiveness needs. Ceridian's suite of solutions includes HR administration, talent acquisition & management, compliance, payroll & compensation, benefits administration, and employee effectiveness. By providing reliability and outstanding service, Ceridian enables over 80 percent of the Fortune 100 and over 60 percent of the Fortune 1000 to focus on their core business. More than 110,000 clients with 25 million employees worldwide depend on Ceridian every day to better manage their businesses and their employees. (800) 729-7655 • [www.myceridian.com](http://www.myceridian.com)

# New Economy Web and Voice Tools Improve Customer Experience, Sales

It's no secret that customer service is a key challenge for companies doing business online. Now, new tools that marry Web and voice technologies can improve how your business connects with customers and increase the sales effectiveness of your Web site. Until recently, these technologies came with large price tags and lengthy contract commitments. But that's changing – and your business is the beneficiary.

The Internet is where most customers first go for product and service information. These days it's all about making your Web site more customer-centric. Therefore, the ability to solve sales issues and provide customer support through a live sales agent is a mission-critical initiative, not just an added feature.

Web-initiated "click-and-connect" technology now makes it easy to install a Sales Agent or Customer Service button on Web pages so customers can do business with you by phone – easily and conveniently. When customers click the button, they are instantly connected - via their regular home, office or mobile phone - with the customer service or sales agent. This level of access increases sales conversion rates and reduces shopping-cart abandonment.

The benefits of Web-initiated calling also extend beyond Web sites. For marketing and sales executives, public relations practitioners, and other professionals, adding a click-and-connect button to outbound emails improves response rates. In addition to

live phone leads, Web-initiated calling delivers robust online marketing analytics that enable advertisers to track the effectiveness of campaigns in real-time.



Click-and-connect technology requires no up-front cost and it's easy to install: simply set up an account online and paste HTML code into a Web site or email signature. You pay pennies per minute for calls. And the return on investment is almost immediate.

The more you improve the customer experience, the more you'll improve sales. Now all businesses can take advantage of Web-initiated phone technology and reap the rewards. Just click...and connect.

To read the full report, go to [www.expert-insights.com/jaduka.asp](http://www.expert-insights.com/jaduka.asp)



Jaduka provides tools and technology that empower businesses to acquire and retain customers. The company's Web-integrated telecommunications services enable customers and online community members to simply click a button to conveniently talk on the phone or privately exchange information. Dallas, Texas • Tel: 800.880.5910 • [www.Jaduka.com](http://www.Jaduka.com).



## EXPERT INSIGHTS

Reports on Employee Incentives & Human Resource Management



To read full reports and related information, go to the links listed below or visit [www.expert-insights.com](http://www.expert-insights.com)

# Boost Company Performance & Profitability with Employee Incentives

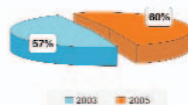
Maximizing company performance and maintaining a competitive advantage are two of the most essential goals in today's business environment. Employee performance standards are ever-increasing and managers face some incredible challenges to ensure their employees are actively engaged in contributing to the company's overall success.

Every day managers tackle the question of how to increase employee performance and productivity while keeping overall costs down. Many managers feel that offering cash incentives are quick, easy and economical fixes to achieve their goals. However, a study performed by the Incentive Federation in 2005 points out that 60% of employees see cash as a part of their compen-

sation package - an increase of 3% over 2003.

What are managers to do if over half of their employees feel that they are "owed" cash, and that it is expected? What enticing ways are there to increase performance while keeping the budget in check?

Chart 2.12E Respondents Perceiving Cash Payment is Part of Remuneration Package



A 2003 study from the Society of Incentive & Travel Executives (SITE) Foundation, found that employee performance is markedly better when in

pursuit of a non-cash incentive (such as merchandise, gift certificates and travel). Participants working toward a non-cash incentive improved performance by 38.6%, while there was only a 14.6% lift created by a cash incentive.

It's not only the reward; another key element of incentive compensation is structuring a program that keeps employees excited, motivated and productive.

So how does one get started? According to the 2005 Incentive Federation study, the most common objectives for non-sales recognition/motivation programs are: better customer service, build morale, foster teamwork, and obtain ideas or suggestions. Recognizing what motivates and inspires employees to excel combined with a well-designed incentive/compensation package, and managers are sure to see performance and profitability rise.

To read the full report, go to [www.expert-insights.com/rymax.asp](http://www.expert-insights.com/rymax.asp)



This report was written by Kara Sibilia, Senior Director of Project Marketing for Rymax Marketing Services, Inc. Rymax, an industry-leading provider of merchandise incentives, understands the important role incentives play in increasing a company's bottom line. Rymax offers luxury products at factory-direct prices - meaning that clients receive the best value for their money - and also develops customized incentive programs to help businesses maximize performance. Clients count on Rymax to execute motivational programs utilizing the best branded merchandise. For more information, visit [www.rymaxinc.com/businessweek](http://www.rymaxinc.com/businessweek) or call (866) 879-2807.

# The Payoffs of Employee Engagement

Companies that invest in a culture of engagement realize measurable dividends, including top employer rankings, a positive company culture, and outstanding individual performance - all key drivers of productivity and financial success. So why are U.S. companies spending up to \$300 billion annually to sustain disengaged, passive employees?

Many human resource professionals cite a lack of corporate education and resources to address the issue. Companies may not understand how to influence employee engagement or measure the intangible. As a result, they undervalue the dividends that engagement brings to the bottom line. The results are sweeping, and affect revenue, product superiority and innovation, and customer relations.

Engaged employees are typically highly motivated and involved with their work. They are committed to the organization and the success of co-workers, which inspires others. These individuals are naturally oriented toward good customer service and optimistic about accomplishing goals.

### The Significant Dividends of Engagement

**1. People Power.** Retaining top talent equates to less dollars on recruiting and training. Building a sustainable culture requires stability and low attrition.

**2. Positive Outcomes.** Engaged employees create positive outcomes. They are a magnet to other people, refer employees, and build relationships. Engaged employees create engaged customers, and this drives repeat business.

As more companies place higher priority on engagement, there is a greater need for proactive tools. A key success factor includes tailoring your recruiting and screening practices to identify the candidate characteristics that deliver engaged employees from day one.

### Three Ways To Improve Engagement

**1. First Things First.** Begin with tailored recruitment and screening efforts. If this is not an area of core competency, enlist a staffing partner to target key candidate qualities.

**2. Get an Outside Perspective.** Enlist an outside consultant for an unbiased assessment of your current level of employee engagement and strategies that would best support your company's goals and culture.

**3. Shared Focus.** A tandem effort between human resources and management is an essential component of successful engagement strategies.

To read the full report, go to [www.expert-insights.com/HRsolutions.asp](http://www.expert-insights.com/HRsolutions.asp)



HR Solutions is a leading staffing partner, providing tailored search, contracting, and consulting services in northern and Southern California since 1990. Dedicated to building long-term relationships, HR Solutions specializes in representing qualified human resources professionals for direct-hire, contract and consulting positions with companies of all sizes. For more information visit [www.hr-solutions.com](http://www.hr-solutions.com).