



## ANZ DIRECT CASE STUDY

### An empowering new system that's easy to use

In busy call centres, a high level of customer service is directly related to the level of employee engagement.

#### BUSINESS SITUATION

ANZ Direct, a business unit of ANZ Group, provides the channels for all customer contact for the bank, from inbound customer service and new product sales through to online support.

With over 1,800 culturally diverse team members, spread across two sites in Melbourne and one site in New Zealand, an effective employee engagement programme is key to enhancing employee performance and improving retention levels.

**In late 2008, ANZ Direct performed a comparison of their existing employee reward and recognition solution with other solutions in the market. This review uncovered opportunities to improve the structure and organisation of the programme.**

The transition to a new programme presented several challenges, the biggest being the existence of an established service and the length of time it had been in place.

## SOLUTION

In 2009, ANZ Direct selected Power2Motivate to be the provider of their employee reward and recognition solution. Working closely with ANZ Direct, we built a customised rewards programme that would cost-effectively increase customer service levels and also be:

## EASY TO IMPLEMENT

- Minimal disruption, strong employee and management buy-in.
- Let team leaders recognise employees quickly.
- Intuitive to use, so new hires can use it immediately.

## FLEXIBLE FOR MANAGERS

- Incorporate ad-hoc rewards for managers.
- Allow tiered rewards, ranging from \$25 to \$300.
- Provide rewards that align with the values of ANZ.
- Enable more tracking, better reporting and excellent system functionality.

## EMPOWERING FOR EMPLOYEES

- Wide range of rewards to choose from, including gift vouchers, coffee machines, tents and thousands of other rewards.
- Annual refresher training session conducted by Power2Motivate for all staff.
- Regular communication including screens, posters and newsletters.

## THE RESULTS HAVE BEEN OUTSTANDING.

### THE STATS DON'T LIE

**73%**

OF EMPLOYEES  
HAVE RECEIVED  
AN AWARD

**88%**

HAVE USED THE  
SYSTEM SINCE  
THE LAUNCH

**40,671,444**

POINTS HAVE  
BEEN ISSUED  
THROUGHOUT THE  
ANZ DIRECT  
PROGRAMME

**5724**

AWARDS HAVE  
BEEN ISSUED