



Telstra drives sales with a “Need for Speed”



OVERVIEW

Telstra is Australia’s leading telecommunications and information services company with a diverse workforce of approximately 42,000 employees with business units across Australia and New Zealand.

In January 2008 Telstra upgraded the speed of its broadband network. RedBalloon was used as internal incentives amongst a sales team of 700 sales and support staff with the objective to drive sales for the launch of the new broadband product over a seven-week period. Telstra achieved a 10% uplift in sales, exceeding expected targets.

“ We achieved a 10% uplift in sales, exceeding expected targets! ”

Georgia Lee
General Manager, Sales Programs
Telstra Business

THE CHALLENGE

Telstra is continually innovating and developing new technology for their customers, as a result new products are launched frequently and the sales team is exposed to multiple incentives and products.

The challenge for Telstra was to differentiate the launch of the broadband product from other campaigns in an exciting way that inspired the sales team to exceed their targets by offering experience based rewards.



Mix business with pleasure.



THE REDBALLOON APPROACH

1) Incentives worth lifting their game for

RedBalloon created a website for Telstra to run their sales incentive branded in the theme, 'Need For Speed'. The sales teams were rewarded with RedBalloon points to use each time they reached designated targets. They could use these points toward a range of more than 2,200 RedBalloon experiences across Australia. Telstra employees invited others in their team to join them on experiences, promoting team building throughout the business and praise for Telstra's employer brand.

Georgia Lee, General Manager for Sales Programs at Telstra was excited by the program. "RedBalloon's range of experiences was the ideal incentive for us because they appeal to everyone in the program, no matter their age or interests, and going on an experience is something the staff would actually look forward to."

2) A theme with a kick

RedBalloon and Telstra worked together to brand the sales campaign in line with the speedy new broadband product. This was no campaign with isolated incentives appearing at certain intervals that were quickly forgotten about.

Instead, the sales teams were reminded of the 'game' they were playing for through RedBalloon collateral which included 'Need For Speed' branded:

- ✓ Newsletters, SMS, postcard and email teasers
- ✓ Launch packs – which had A5 brochures and letters, posters and the delivery of balloon clad prizes to praise participants for their performance throughout the campaign and fire up the teams.

Sarah Rupley, Celebrations Architect at RedBalloon was responsible to create the communications and said, "in our experience, from the hundreds of corporate programs we run a consistent ongoing program of communication and management is needed to maximize the benefits of any program."

3) Launch it – Live it – Talk about it

Sarah continues, "one of the crucial elements contributing to the success of any program is the initial launch. A program must have life and personality if it is going to gain traction with your target group. We can work together with any clients to provide as much support as you wish."



THE RESULTS

Georgia was very pleased with the results and in addition to the positive uplift in sales uplift of 10% during the program, said "it created excitement because it was something different and something every body could relate to. It made the actual campaign about Telstra broadband stand out amongst many other internal campaigns going on at the same time".

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Telstra Business's internal 'Need For Speed' program delivered significant results because the rewards were desirable, the program functionality was simple, and this was tied all together with constant communication, creating buzz around the campaign, not to mention the thrilling stories from the recipients of RedBalloon experiences.

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Naomi Simson, CEO, RedBalloon