

Incentive Management Program (IMS)

Paragon Biomedical

Company Background

Paragon Biomedical is a Contract Research Organization (CRO) specializing in the management of international scientific clinical trials in a wide range of therapeutic areas. Paragon's unique decentralized model allows the company to offer employees a wide range of work environments and schedules. This attracts some of the industry's top professionals and helps the company maintain one of the industry's lowest turnover rates.

Challenge

Through Paragon's existing program, employees could recognize and reward fellow associates to reinforce excellent performance that furthers the company's objectives. However, it was a manual process that required employees to complete cumbersome forms by hand and file them by US Postal Service from wherever they were, often while they were traveling. Because it was difficult and time consuming to use, program participation was low and administration was challenging. Paragon decided it was time for a change in the program.

Solution

GiftCertificates.com™ rose above two other companies in the proposal stage. Christian Dahlstrom, Paragon's IT Project Manager, said, "GiftCertificates.com outshined the competition. Their presentation was so tailored to our specs that we thought they'd already built our solution. We were very comfortable and confident that GiftCertificates.com understood our objectives. They used the latest cutting-edge technology to create our system. We knew we would lose money if we didn't choose their solution."

GiftCertificates.com created a branded Incentive Management System (IMS) with a dedicated Web interface for the order and redemption of rewards. The solution automates the Paragon process, allowing employees to access the system from wherever they might be to recognize and reward fellow associates with universal SuperCertificate® REWARDS. The system is intuitive and easy-to-use. It also streamlines administration, saving time and providing administrators with complete control. It's easy to keep the program up to date, and the system provides a way to easily distribute information about program launches. Reward statements and notifications are automated. Most importantly, the new automated system retained the culture and process of the original program, so it was easy for associates to make the transition.

From the Source

"The team did a wonderful job of capturing the essence and details of our program, and I am truly impressed with the results. Everyone was professional and the solution exceeded our expectations. I have been nothing but impressed with the attention to detail, customer service and customization of the product."

Dawn Russell
Human Resources Manager
Paragon Biomedical

Program Results

As a result of the Incentive Management System provided by GiftCertificates.com, participation in Paragon's reward and recognition program has increased, mail and fax delivery costs have been eliminated and administrators have better control over the program.

The system is designed to expand as programs grow or change across departmental or international boundaries.

