



Beyond the Call
The Rewards & Recognition Program for Customer Service
Manager Guide

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Program Overview

Q. What is *Beyond the Call* (BTC)?

Beyond the Call (BTC) is our new Rewards & Recognition Program for Customer Service Associates and Senior Supervisors.

Q. Why did we begin this program?

Beyond the Call is important to the business. It is part of our efforts to provide REMARKABLE experiences to every customer. Every Customer Service Associate and Senior Supervisor is critical to this initiative. The Associates on your teams are in contact with customers on a daily basis. It is your efforts that will bring service to life and we want to reward both you for your performance.

Q. What Rewards & Recognition are included in *Beyond the Call*?

Beyond the Call includes the following ways to get Rewards & Recognition:

- **On-the-Spot** Rewards & Recognition
- **Monthly** Rewards & Recognition
- **Quarterly** Rewards & Recognition
- **Annual** Rewards & Recognition

Q. What % of goal is currently required for the above criteria?

Since BTC as a complete program is new, we are starting each of the criterion at 90% of goal. This may change during the year. If it changes, it will be announced in advance and the Program Guide will be updated.

Q. How do you find out how you receive Rewards & Recognition from *Beyond the Call*?

The Program Guide is the document that contains the rules for receiving Rewards & Recognition from ***Beyond the Call***. The Guides are online.

We recommend that everyone either review the Program Guides online or print out a copy for reference.

Q. How many Rewards & Recognition is each group eligible to receive?

In general, there is one reward per 100 Associates in each group. However, there are a few rounding exceptions. You will be notified of these rounding situations.

Q. Questions?

For questions on ***Beyond the Call***, please contact your manager.

Beyond the Call Groups

Q. How are the groups for *Beyond the Call* comprised?

The following is the composition of the groups that are in *Beyond the Call*. There is a Program Guide for each group. The functions and sites in Knowledge Groups and Specialty Groups have been combined (CHART DELETED).

On-The-Spot Rewards & Recognition

Q. What are the On-The-Spot Rewards & Recognition?

On-The-Spot Rewards & Recognition are designed to give real-time thanks to people for a job well done. Please remember to give them out as frequently as possible so they know that you value their performance. We always want to thank people for going above and *Beyond the Call* with our customers.

Monthly Rewards & Recognition

Q. What types of Monthly Rewards & Recognition are people eligible to receive?

There are many ways people can receive Monthly Rewards & Recognition from *Beyond the Call*.

Rewards are given out based on stack ranking in each group in the different Program Guides. They include the following:

- **Associates**
 - **Stellar Monthly Top Performer**—up to four places based on population
 - **Stellar Monthly Top Performer on a Team**—up to three places based on population
 - **Stellar Monthly Goal Achievement**—top 10% of population who achieve goal based on stack ranking. This reward is designed to drive performance of the “magic middle”; Stellar Monthly Top Performers are ineligible for this reward.

- **Team Recognition**
 - **Stellar Monthly Top Performing Team**—two teams per site—recognition only.

- **Senior Supervisors**
 - **Stellar Monthly Top Performer**—two places.

Q. Is there recognition for Monthly winners?

There is a budget for snacks for each site. Snacks will be provided to your site and you should distribute them to winning teams and individuals.

Quarterly Rewards & Recognition

Q. What types of Quarterly Rewards & Recognition are people eligible to receive?

There are many ways people can receive Quarterly Rewards & Recognition from *Beyond the Call*.

Rewards & Recognition are based on the groups in each Program Guide. Rewards are based on stack ranking in each group. They include the following:

- **Associates**
 - **Stellar Monthly Top Performer**—up to four places based on population.
 - **Stellar Monthly Top Performer on a Team**—up to three places based on population.

- **Team Recognition**
 - **Stellar Monthly Top Performing Team**—two teams per site—recognition only.
 - The first place reward for Knowledge Group Teams and Retention Teams goes to those that also meet the specific Palette Offer Goal.

- **Senior Supervisors**
 - **Stellar Monthly Top Performer**—two places
 - The first place reward for Knowledge Group and Retention Senior Supervisors goes to those whose Team also meets the specific Palette Offer Goal for the function.

- **Retention and Knowledge Groups**
 - 30,000 kicker points for the First Place Stellar Monthly Top Performer who also meets the specific Palette Offer Goal for either Retention or Knowledge Groups.

Q. How are Quarterly Ceremonies held?

Quarterly ceremonies are held at each site for all functions combined.

Décor, certificates and frames for reward recipient certificates will be provided for each site. This does not have to be deducted from the site's budget.

Annual Rewards & Recognition

Q. What Annual Rewards & Recognition are people eligible to receive?

Annual Rewards & Recognition is for the supreme top performer based on stack ranking who meets the goals each quarter in a year.

The Annual Reward includes Points, a special memento, and a trip to a location to be specified to meet with Senior Leaders.

Annual Rewards are given out the year after they are achieved.

You must still be employed at the time of the trip to be eligible to take the trip.