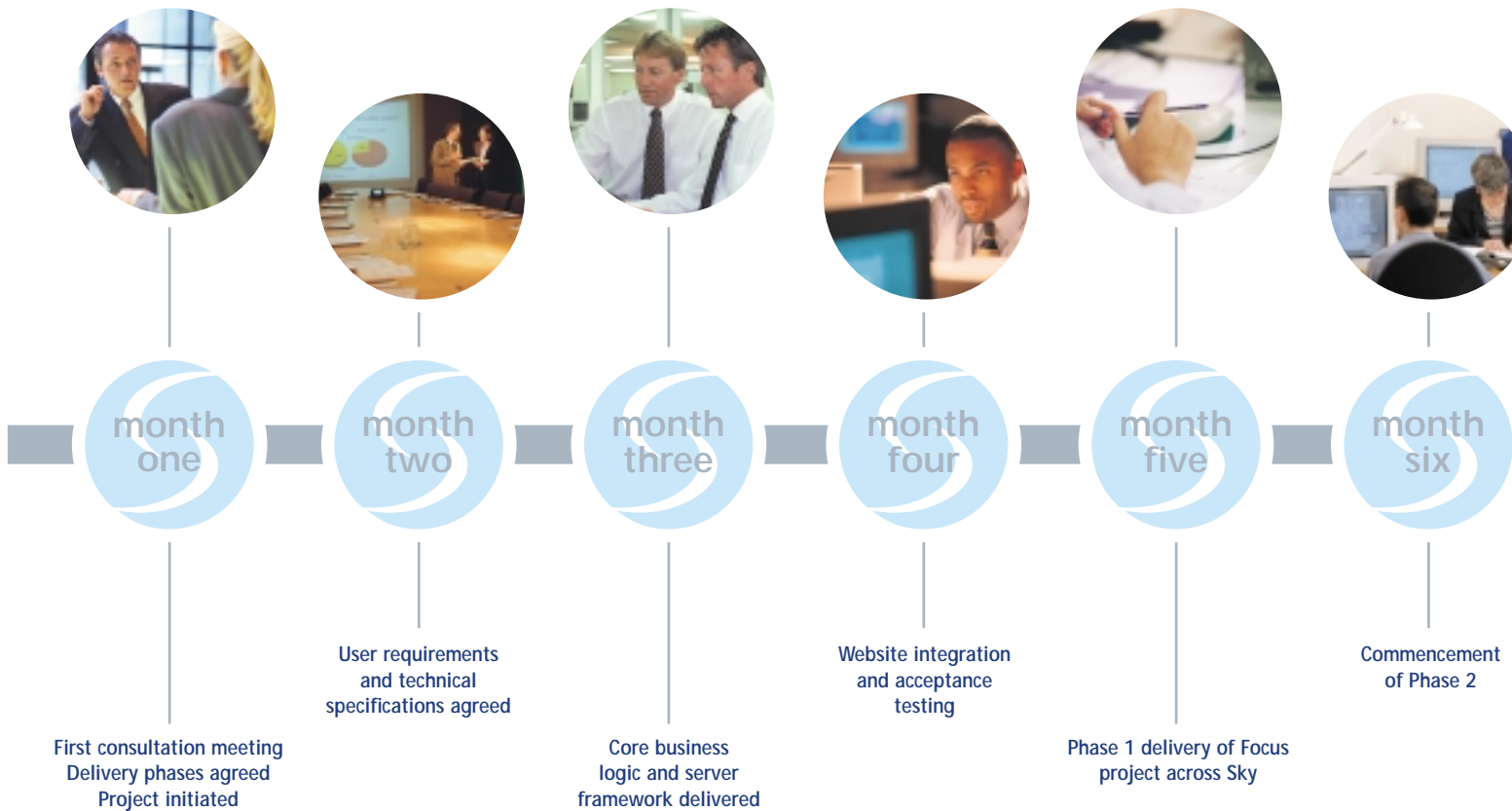




considered IT solutions



*Online Learning Incentives System
for Leading Broadcast Group*



The Business Requirement

Sky is one of the world's leading broadcasting groups, and is the U.K.'s largest digital television platform.

Contact centre staff play a vital role in the business as they are at the frontline of the company's image.

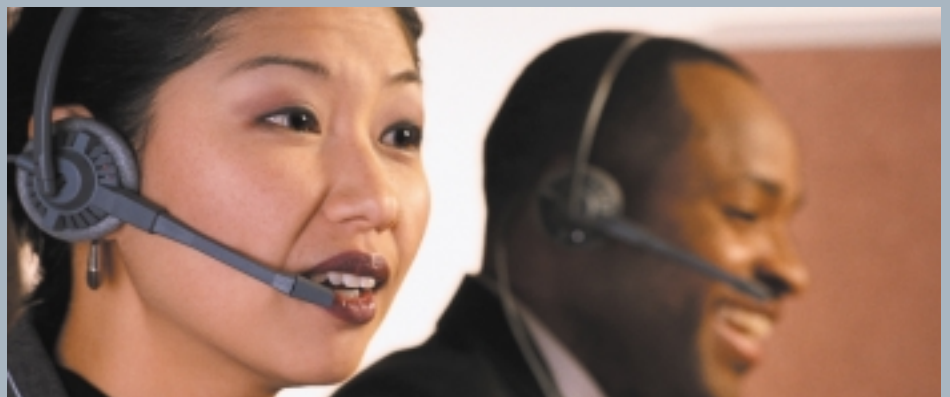
Sky has always understood the importance of staff communication, and have a 'learn to earn' incentive scheme in place called Focus, which was specifically designed to increase retention and sales of Sky channels.

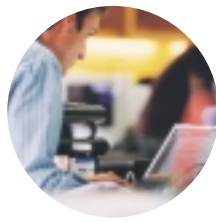
This dynamic 24 hour access incentive scheme awards points to call centre staff that perform well in areas such as product knowledge and campaign based sales activity. However it differs from other call centres because it rewards staff for learning accomplishments and knowledge levels of the products, rather than solely for sales achievements.

Focus includes programming and product communications, training events and a tailored incentive scheme.

The challenge with a scheme of this size was the creation of a lot of paperwork that was proving difficult for the existing database to manage.

Therefore, in November 2001, Sky turned to its IT Supplier, Sigmer Technologies, with the concept of developing a database and a website dedicated to the Focus scheme.





month seven

month eight

month nine

ONGOING DEVELOPMENT AND SUPPORT

Phase 2 Personal Details area delivered

Phase 2 Team Members area delivered

Final acceptance testing Project completion and sign off

News Ticker, Online Scratch Card, Rewards Brochure Upgrade and Online Enrolment

The Benefits

- Consistently higher performance rates and measurable impact on sales
- Improved quality of service resulting from increased communication flow and level of staff product knowledge
- Ability to separately manage a greater number of bespoke incentive schemes and promotional campaigns
- Greater efficiency due to substantial reduction of administrative load
- Ability to carry out research into individual motivation and attitudes towards Sky
- Advanced dynamic reporting allowing freedom to access information when needed

“Sigmer’s unique combination of in-depth technical knowledge and understanding of our wider business needs led us to trust their capability of fulfilling the requirements of the project and more.”

The Sigmer Solution

Throughout 2002, Sigmer Technologies worked closely with Sky to develop a comprehensive database that would manage the entire Focus scheme, including every member transaction.

The database needed to be carefully structured in order to handle a large and constant flow of paperwork generated by the scheme. The database also had to be scalable to handle the fast accumulation of data, which had quadrupled since the start of the scheme.

Sky worked with Sigmer Technologies to design the website as an interactive way of communicating programming information and campaigns, so it introduced ways of communicating the benefits of earning the points to staff, with an underlying understanding of human behavioural and motivational traits, developed by Sky in conjunction with its offline marketing agency.

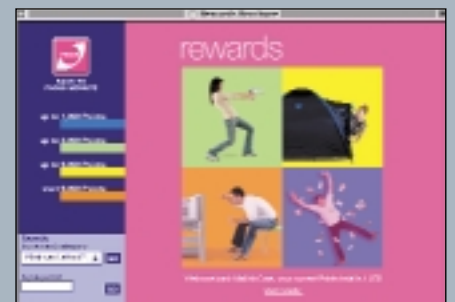
Every member of staff is given a unique password to enter the website, so that

they can view information about the points they have earned. They can also edit their personal details, as well as view and tag the products they are able to buy with their current points value. Team leaders are given access to additional tools in order to manage their team, such as a page where they can add or delete team member details.

Sigmer Technologies has developed a number of website functions, including:

Focus Points - This section allows staff to view the history and number of Focus Points they have been awarded and points they have redeemed.

Rewards Brochure - This allows members not only to redeem their rewards from the site, but also lets them create a product wish list. This automatically alerts them via an online message when their point totals are nearing target for individual items on their wish list. This part of the scheme further encourages members to reach their targets more quickly.



Rewards Claimed - A personal history of all awards claimed since Focus started.

Bulletin Board - Used within Sky's own contact centres, this allows staff to send and receive messages to their team leader or to the Focus team, where e-mail is not available. It archives the user's messages and provides a search function, much like Microsoft Outlook.

Team Members - This section is for the team leader to keep account of their members. Team leaders can edit the list to add and delete members as and when they join or leave the team.

Personal Details - This function simply means that staff can change any of their personal details at any time. Any changes made to this section are automatically updated in the Team Members section, to keep the team leader updated.

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The Result

Sigmer manage the entire programme for Sky, employing its own team of people to handle the task of inputting every voucher that is awarded into the new database.

Sigmer also manages the customer service for the scheme, accepting any queries that are made by the people taking part in Focus; over 11,000 active members in total.

Members can contact Sigmer via email, requesting personal progress reports, or other information.

Sigmer regularly updates the website with news about the latest competitions and has a section on every page of the site where users can learn and take part in the current competitions.

Sigmer has designed the database and website to integrate with the overall scheme, by receiving and digitalising all the paper-based information from Sky, including all points awarded and the monthly Channel Guide.



Louise Young,
Head of Marketing Communications,
Sky Commercial Group.

"The Focus Scheme couldn't exist without Sigmer.

The database and website integrate very well and allow us to easily assess the performance of every member of staff at any time.

Sigmer is always quick to respond under pressure to any requests from

our team and often deliver before the deadline.

Another benefit of the website that I hadn't envisaged was how quick and easy it is to communicate last-minute updates to multiple Focus members.

Before the site, we had to contact people by phone or post with new product information, which wasted a lot of man hours."