

University Of Missouri Research Study Proves Incentive Awards Programs Yield Massive ROI

An independent study by the University of Missouri has found that employee recognition awards programs increase profits dramatically for the companies that use them. The study specifically looked at an incentive awards program implemented by The Business Group, Inc.

August 28, 2008 (FPRC) -- ROCKLIN, CA - A research study conducted by Srinath Gopalakrishna, Associate Professor of Marketing at the University of Missouri - Columbia, found that an employee recognition awards program provided by The Business Group, Inc dramatically increases a company's net profitability. The study was funded by The Incentive Research Foundation, an independent research company.

The study looked back on three years of data and used regression analysis to see how employees were affected by incentive awards programs. The study's author looked backwards and found that the company would have lost money without the incentive program. It found that the program dramatically increased a company's net profitability and cash flow with minimal risk and investment.

'The study just proved what we've known all along – that employees make the difference in a company's success. Many companies think that more sales will automatically solve any and all problems they have, but don't know exactly how to increase those sales. Even the most self-motivated employees are motivated by a recognition awards program, but the problem with most companies is that they don't know how to implement one. That's where we come in, said Bob Dawson, CEO of The Business Group, Inc (<http://www.businessgroupinc.com/>).

The study found that any money spent on an employee incentive program was worth the effort. The return on investment was 84% after the addition of investments in the case studied, while the expected return on investment without the program was found to be negative 92%.

The Business Group, Inc offers many different types of incentive awards programs. Customers can tailor programs using the company's return of investment calculator to ensure they are spending their money as wisely as possible. The company also offers programs specialized for non-sales positions for companies that realize the value of improved customer service.

'The key ingredients for any incentive awards program are customers and employees. It's as simple as that. With those two factors, we can tailor a program for our customers. Our customers and their employees want to know 'what's in it for me?' This study helps us answer both of those questions. Our customers routinely achieve record high sales with more cash in their accounts, while their employees have an added incentive to convince customers to buy more and pay their bills on time. Our successful customers know that our program is a necessary investment in the financial health of their companies,' said Dawson.

About The Business Group, Inc: Since 1991, The Business Group (<http://www.businessgroupinc.com>) has provided products and services that provide accurate and measurable returns for funds invested in Incentive Programs. Rather than relying on the allure of

awards and prizes to motivate company employees, distributors or customers, The Business Group provides an in-depth study into the corporate culture and business environment. Armed with this market research, The Business Group then designs Incentive Programs that provide a measurable ROI to the sponsoring corporation.

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