



press room

Surveys



**FOR IMMEDIATE RELEASE**

## **CASH AND GIFT CERTIFICATES RATED BEST MOTIVATORS FOR CORPORATE INCENTIVE PROGRAMS**

### **Budget approval, biggest hurdle to getting current programs in place**

**Norwalk, CT. --- (May 5, 2005) ---** Sixty-five percent of HR professionals responding to an April 2005 survey conducted by ERC Dataplus, a leading HR technology company, and *HR Innovator* magazine reported that cash was the best motivator for a corporate incentive program. An additional twenty-three percent of survey respondents identified gift certificates as the best motivator.

Eighty-three percent of the respondents reported having an employee incentive program in place. Seventy-eight percent identified the type of program as a reward/recognition program; fifty-six an employee referral program; and thirty-five percent a sales incentive program. Other types of incentive programs identified included cost savings, safety, wellness, customer acquisition, customer retention/loyalty, and mystery shopper.

The results of the entire survey may be seen by going to [Current Survey Results](#).

ERC Dataplus and *HR Innovator* poll HR and affiliated professionals on a different topic through out the year. To participate, click on [Participate in HR Innovator Survey](#). The results of April's survey will be posted on the website in May and reported in a subsequent issue of the magazine.

### **About ERC Dataplus**

ERC helps employers qualify, track and hire better performing hourly employees faster and at a lower cost. ERC's Selectech® Candidate Management System is the only modular system that integrates Internet and proprietary IVR (telephone), which allows employers to elect the functions they need to accomplish their tactical and strategic goals. Selectech CMS pre-qualifies applicants based on custom questions developed by our recruiting experts, provides an online eApplication for easy upload to HRIS systems (such as the PeopleSoft® Enterprise Candidate Gateway), and integrates background screening and WOTC administration to eliminate burdensome and costly paperwork. Additional modules include validated, legally defensible predictive pre-hire assessments, automated interview scheduling and confirmation, fax/email job postings, and automated candidate status line.

To learn more about ERC and how its experts can help you with a more effective, affordable staffing solution visit [www.erccdataplus.com](http://www.erccdataplus.com) or call 1-888-ERC-CORP (372-2677).

### **About ARGOS Assessment Company**

ARGOS Assessment Company, a division of ERC Dataplus, is the multirater scoring company for organizations with active employee development programs. ARGOS® Multirater Assessments is the most functional, cost-effective data collection, scoring and delivery system available. It offers medium and large organizations the accuracy, ability to configure, and delivery speed to meet their tactical and strategic multirater assessment needs. AAC is the only company that offers integrated, proprietary Internet and/or IVR (telephone) data collection to insure that all employees,

including those without Internet access, can participate in feedback programs.

To learn more about AAC and how its technology experts can help you with a more effective, affordable multirater feedback program visit [www.argos360.com](http://www.argos360.com) or call 1-888-ARGOS360 (274-6736).

### **About Innovator Media LLC**

Innovator Media, publisher of *HR Innovator* magazine, was established in 2003 to provide executives focused on HR issues with a publication devoted to practical stories and ideas with which they could relate. The content was focused on the people, products and issues leading to innovation in human resources.

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