



## **Incentive Exchange<sup>®</sup> Features**

*Powered by innergE<sup>®</sup>*

*Incentive Exchange* is Hinda's online incentive system designed to manage traditional incentive programs, primarily focused on increasing sales or building loyalty. Powered by Hinda's powerful *innergE<sup>®</sup>* engine, *Incentive Exchange* includes the features most requested for these types of programs. The platform is scalable, flexible and a cost-effective means of operating your program.

- Site is login and password protected. Each participant has a unique login. Password can be common for all participants at start of program. System can force participant to change password upon initial logon.
- Award points can be given to participants for initial logon to site. These points are automatically deposited into participant's account upon logon. This encourages participants to visit the site early in the program.
- Participants can be classified in an unlimited number of categories (i.e., Region, Department, Direct Report). Classification categories must be determined at the inception of program. Classifications will be reflected in all available reports. The system does offer a "direct report" based hierarchy.
- Upon logon, participants see a personalized Welcome page, including their name and current available point balance. Links to important program information are available from this page, as well as our "What's Hot" functionality.
- The "What's Hot" functionality provides participants with an enhanced shopping experience. The information in this section helps participants identify new award choices which have been added to the assortment, and special seasonal offers. Our "Learn More About" articles provide detailed information about new products and the latest technologies available.
- Help, Program Rules and General Rules Pages are displayed as appropriate for each participant classification. Program Administrators have the ability to set-up and edit content pages for every possible classification, or can leave pages to a default. Pages which are not needed can be deactivated.
- The awards catalog is updated on a daily basis, with obsolete items being removed as we are notified, and approximately 50 new items being added each month. Not possible with a print catalog!
- Site can feature award assortments for participants in the United States, Canada, Mexico, United Kingdom, European Union, Asia, Australia and Latin America. ISO Country

Code is loaded as part of the initial database load, and upon logon, the participant sees the award options available for them.

- The catalog is easily navigated with drill-down listings, starting with four major award categories. Products can also be searched by manufacturer or points. “Breadcrumbing” within the catalog allows visitors to easily determine where they are within the catalog.
- A catalog of “Specials” is included for US participants. Special items are limited inventory items Hinda offers at fantastic prices. As items are no longer available they are removed from the site. New items are added on a monthly basis.
- Value per point can be determined by the client. This value per point is then reflected throughout the site.
- Participants can add desired items to their personal “wish list.” The wish list indicates the number of points required for each item desired and the current attainment level. Upon earning enough points for an item on the wish list, the participant is notified of such via e-mail, including a link to the program website.
- If 1099 reports are required, participants can be forced to enter a Social Security Number before their first order is submitted.
- Participant can store and access multiple shipping addresses in the checkout portion of the site. Allows participant easy access to complete shipping information submitted with previous orders.
- Upon shipment of an order, participants with e-mail addresses on file are sent a message including shipment details.
- Shopping cart can remain inactive until a date requested by the client.
- Client administered quizzes are available on the system. Quizzes are multiple choice format. Participants earn points based on their quiz score. Points are immediately deposited into participant accounts upon completion of the quiz.
- Client administered surveys are also available on the system. Survey responses are multiple choice and open-ended formats. Open-ended responses which are submitted can be viewed by program administrators. Participants can earn points based on completion of a survey. Points are immediately deposited into participant accounts upon completion of the survey.
- Program administrators have the ability to send messages to participants either in batch to their external e-mail addresses, or through an internal messaging system on the site. All participants can be sent the message, or only select participants.
- E-card functionality is included, allowing participants to sending personalized, electronic cards to one another. Card choices include an image and motivational statement, as well as a personalized greeting from the sender. Recipient receives a links to his e-cards via e-mail.

- Upon deposit of points, e-mail messages are sent to participants to advise them of the update.
- Access to administrative features can vary for different program administrators. For example, some administrators may have full administrative access including the ability to add participants, add points, edit content and view reports. Other administrators may be limited to only viewing reports.
- Client administrators have the ability to upload batch participant and point files using administrative functionality provided on the site.
- A variety of standard reports are available to administrators. All reports can be sorted using a variety of criteria. Reports may be viewed online or exported to Excel.
- Site can be customized with colors requested by the client. (Additional charges apply for color customization on site)
- Participants can e-mail Hinda's customer service group with questions, or the client can specify another e-mail address where participant inquiries will be directed.