

## **Incentive Points Based e-Auction**

*Powered by innergE®*

Utilizing our expertise in the development and support of web-based incentive applications, Hinda has developed a program which taps into an area of great excitement on the internet—a points based auction. Hinda's e-Auction application is an innovative way to generate tremendous excitement and enthusiasm for a program, on a fixed awards budget. Unlimited award points can be given to program participants, who then feverishly bid those points against one another in hopes of acquiring the awards they desire.

- Site is logon and password protected. Each participant has a unique logon. Password can be common for all participants at start of program. System can force participant to change password upon initial logon.
- Upon logon, participants can see Welcome, Help, Program Rules, and Auction Hints Pages. Program Administrators have the ability to set-up and edit these content pages. Pages which are not needed can be deactivated.
- Participants can view and edit their personal information including address information, e-mail address and screen name used for bidding on the "My Account" page of the site. Prior to submitting any bids, information on this page must be completed by the participant.
- Participants can view their available auction points on the My Account page as well as on the Auction page. Participants may only submit bids with available auction points. If a bid is pending for an item, those points are "frozen" until the bid is either lost or won. Once won, the points are deducted from the participant's account.
- Participants can view their winning bids for items on the "My Bids" page of the site. Once the bidding has closed for an item, the winning bid is flagged as such and participants must complete their shipping information for their order to be filled.
- A program administrator selects the award items to include in the auction from Hinda's extensive inventory. The client determines the quantities to offer, the minimum bid amount, bid increment and auction times for each item. Each item available for bid is listed for participants to see:
- The catalog of auction items is easily navigated by the participants with the ability to search for items which have opened today for bid, items on which bids are closing today, all items open or all items closed.
- Detailed information on individual auction items is shown, including a photo and description of the item and bid history.
- The site is customized with the client's logo or program logo. The site can also 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 received.