



A FIRST DATA CUSTOMER SUCCESS STORY:

## MANPOWERGROUP ACHIEVES 44% DIRECT MAIL RESPONSE USING FIRST DATA'S INCENTIVE-TO-ACTION<sup>SM</sup> (ITA) SOLUTION

### Client

ManpowerGroup

### Challenge

Convince 37,000 current and past employees to respond to an online survey

### Solution

First Data's Incentive-to-Action<sup>SM</sup> Solution (ITA)

### Results

ManpowerGroup achieved a 44% response on its survey, well above the 3% response rate typical of direct mail campaigns

In March 2010, ManpowerGroup launched an extensive project that required interaction with nearly 37,000 of its past and current employees. The task was challenging and, after several failed mail and phone campaigns, the company decided it needed to employ a new tactic.

ManpowerGroup partnered with First Data to launch an Incentive-to-Action program. They mailed 37,000 letters to their target population and the letters included gift cards that would be immediately activated once the recipient completed an online survey. In about two months, ManpowerGroup had achieved a 44% response rate, well above the 3% response rate typical of direct mail campaigns.

# 44%

Direct mail response rate  
ManpowerGroup achieved  
within four months.

## The Challenge

ManpowerGroup – a global staffing agency and leader in workforce solutions – was needing information from many of its past and current employees. As part of the project, the company needed to interact with nearly 37,000 people.

Throughout 2010 and into mid-2011, ManpowerGroup conducted phone and mail campaigns to request the data that they needed from current and former employees, but the response rate was low. The company needed a way to incentivize people to respond.

## The Solution

In fall of 2011, ManpowerGroup partnered with First Data to launch an Incentive-to-Action<sup>SM</sup> campaign. The campaign consisted of a direct mail letter that included a Discover<sup>®</sup> gift card. The card was immediately activated when the recipient responded to a short online survey and could be used any place that accepted Discover.

ManpowerGroup provided the direct-mail artwork and First Data took care of the rest. First Data printed and mailed the direct mail piece with ready-to-activate cards attached, created the survey website and the automatic incentive card activation process, and provided the campaign response reports to be analyzed as responses came in.

## The Results

Within four months, the campaign had achieved a 44% response rate. “The combination of having the incentive card in hand and a live activation website were the key factors which helped to accomplish a solid response rate,” remarks Michelle Peterson, Manager of Payroll Services at ManpowerGroup.

The Incentive-to-Action Solution has proven its worth to many companies that use it in different ways to get desired results. The concept can be used to drive new customers into a store, encourage people to conduct transactions online rather than in store, submit data in a survey, attend a webinar or enroll in an online service. Additionally, the solution can be set up to activate cards through online responses, telephone responses or text messages.

Incentive-to-Action delivers significantly better results than traditional incentive-based efforts by offering greater relevance, reward and immediacy to customers and by providing greater data and insight about customer behavior.

“We are very pleased with the ITA success for ManpowerGroup,” says Peterson. “The First Data team was always available and open to ideas when implementing our program.”