

Power2Motive Wins Top Industry Award for Employee Engagement and Recognition Programme

Thursday 20 August, 2015

[Power2Motive](#) and Lumo Energy recently won the Incentive Marketing Association's (IMA) 2015 Circle of Excellence Awards in the 'Recognition' category presented at the association's 16th Annual Executive Summit in Nashville, USA.

Launched in 2000, the Circle of Excellence Awards identifies and recognizes outstanding examples of successful customer and employee incentive programs designed to help drive business, where both the company and the incentive marketing partner are recognized.

Together, Power2Motive and Lumo Energy created "Luminosity – Rewarding Awesomeness," an enterprise-wide employee engagement and recognition programme. Power2Motive (P2M) designed a programme that would actively engage Lumo employees with the new company values. The "Luminosity" program also rewards 'awesomeness' in a number of different ways, including length of service, birthdays, and value-driven awards. In addition, the programme is also used by specific departments for more targeted recognition and engagement, and employees are encouraged to suggest and come up with new ways that the programme can be used.

With an initial participation rate of 100% during the first month of the program, month-to-month participation continues to average 92%; Lumo Energy has far exceeded its expected engagement rate.

Mark Robinson, Senior Vice President, Power2Motive UK, Europe and Asia Pacific, commented, "We are delighted to have won such a prestigious award with our long-term client Lumo Energy. The 'Luminosity' programme has highlighted our ability to deliver dynamic, targeted and engaging campaigns via our online reward and recognition solution, to meet our customers' business objectives across employee motivation, incentives, and service & skills recognition."

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