

[CASE STUDY] by VIRTUAL INCENTIVES



Georgia Commute Options boosts alternative commuting with Virtual Incentives

Georgia Commute Options was originally founded to address the traffic issues surrounding the 1996 Olympic Games, held in Atlanta and attracting millions of people. Nearly two decades later, the organization is still going strong, promoting alternative transportation and helping reduce the environmental impacts of driving. In order to encourage involvement, Georgia Commute Options is always looking for ways to reward fellow commuters and keep them engaged and participating.

The organization needed something that was seamless and customizable, that would keep people engaged. Virtual Incentives online and mobile rewards are digital, rapid and customizable—providing the tools Georgia Commute Options needed to motivate and recognize participants in its programs.

The Challenge

Georgia Commute Options' main mission is to help commuters, employers and property managers take advantage of commute alternatives. But without ongoing and consistent participation from individuals, the program would not be successful. The main challenge for the organization is motivating ongoing participation, so the group was on the lookout for a viable incentive strategy and customer-service solution. They needed a rewards program that was:

- ◆ Customizable in order to reward different types of behavior and participation levels.
- ◆ Deliverable via the participant's platform of choice (physical, mobile or online).
- ◆ Fast enough to fill the on-the-move person's need for instant or rapid gratification.

"We've been able to expedite people's payments four to five weeks faster..."

RON ROBERTS
Senior Project Manager
for Georgia Commute
Options

SOLUTION

Georgia Commute Options teamed up with Virtual Incentives to develop a solution that met these challenges by providing a number of rewards including:

- ◆ \$25 Gift cards awarded monthly to randomly chosen commuters
- ◆ \$40/\$60 Gas cards awarded to qualifying car pools
- ◆ \$3 A day program: through this program, up to \$100 in gift cards are awarded to participants
- ◆ Vanpool rider referral: through this program, \$50 gift cards are awarded to qualifying participants

The customizable nature of Virtual Incentives solution is perfect, since commuters can opt for virtual rewards or the traditional plastic variant. Furthermore, Virtual Incentives can handle the customer service for Georgia Commute Options' programs. Any lost or stolen rewards can be quickly replaced with a simple phone call from the customer.

RESULTS

Since partnering with Virtual Incentives, Georgia Commute Options has been able to provide clear benefits for commuters, streamline offerings and strive toward its goals of lower emissions and fewer vehicles on the road. Eligible participants include many Georgia residents as well as employers, who offer alternative-transportation programs to their workers.

Because consumers aren't likely to change behavior when it takes too long to get their incentives, Virtual Incentives' solutions have proved valuable for Georgia Commute Options.

WANT TO KNOW MORE ABOUT HOW
VIRTUAL INCENTIVES CAN PARTNER WITH YOU
ON YOUR REWARDS PROGRAM?

CALL US AT 800.854.6390