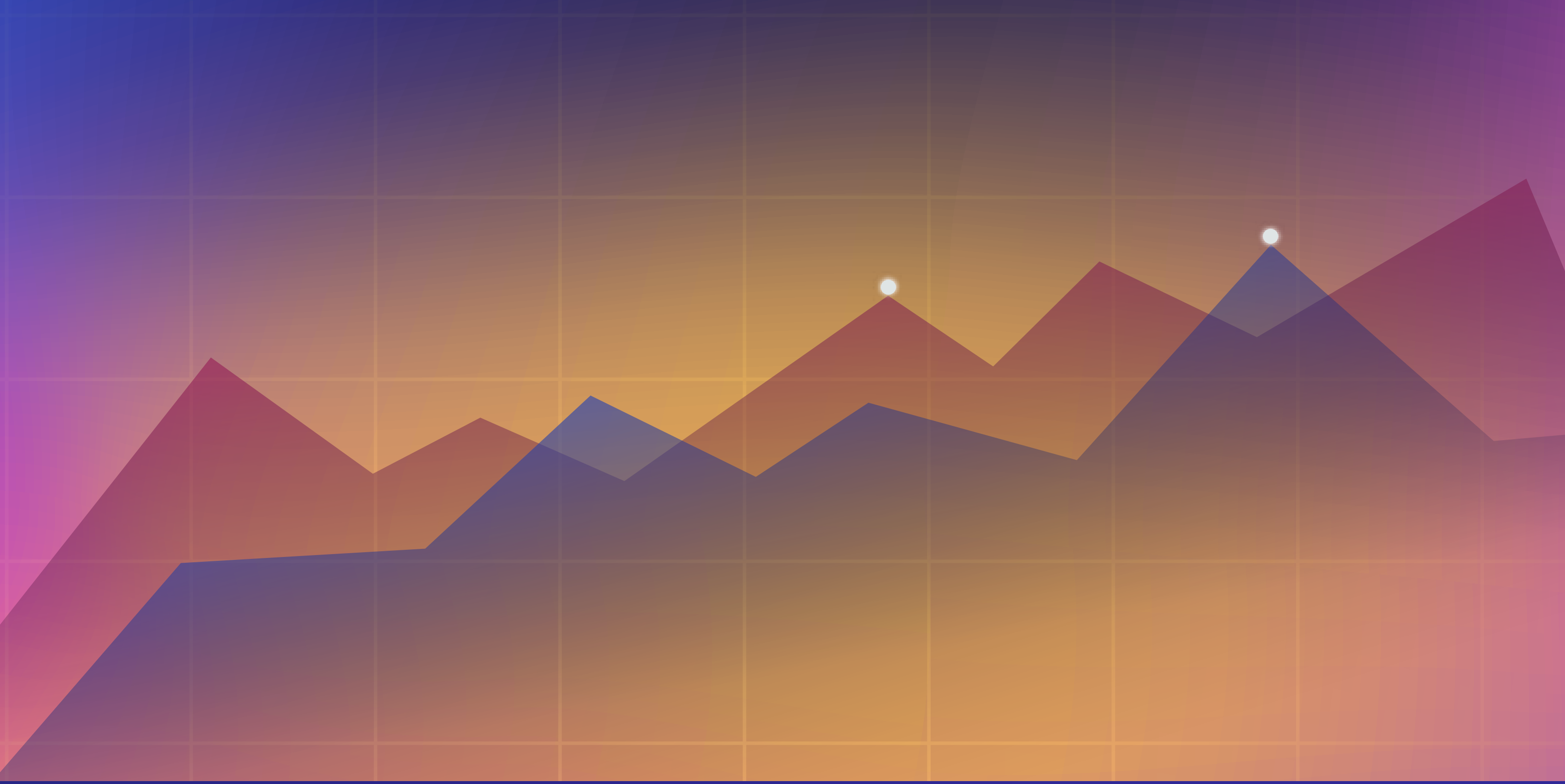
VIBE INCENTIVES

THE INCENTIVE PROGRAM ADMIN CEILING



Is your program growing faster than your team can manage it?

A practical diagnostic for incentive leaders managing growing campaign volume, data complexity and administrative workload.

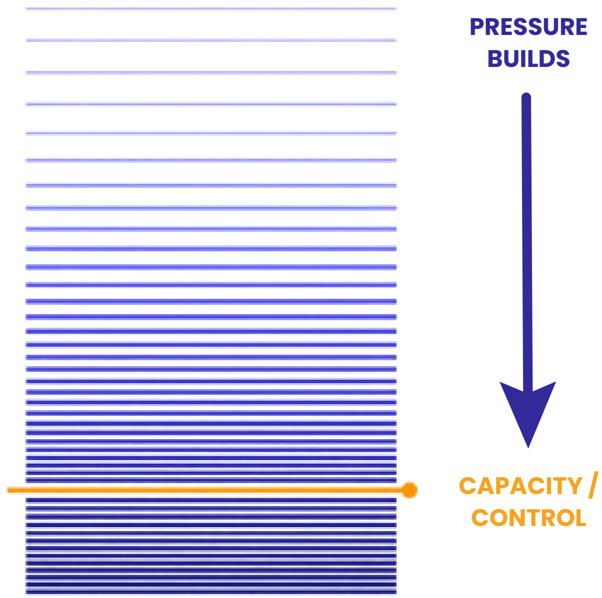
WHAT IS THE ADMIN CEILING?

Most incentive programs do not become difficult to manage all at once.

The pressure builds gradually.

Another supplier wants a promotion. Another sales file needs to be processed. Another participant segment needs different rules. Another report has to be created. Another campaign gets added to the calendar.

Eventually, the team reaches a point where adding more program activity creates disproportionate administrative work.



The Incentive Program Admin Ceiling

The point where the program can technically keep growing, but the operating model underneath it cannot.

When that happens, the problem is rarely a lack of ideas. It is the amount of manual work required to execute them.

TYPICAL WARNING SIGNS

- Campaigns take longer to configure and launch.
- New promotions are avoided because they create too much work.
- Sales files require manual manipulation before they can be processed.
- Incentive calculations need repeated checking.
- Reports are assembled manually from multiple sources.
- Participant questions consume more team time.
- Supplier reporting and reward reconciliation require significant effort.
- Program managers spend more time processing than improving the program.

THE SIX COMPLEXITY MULTIPLIERS

Program complexity is rarely driven by participant count alone. A program serving 5,000 participants can sometimes be easier to operate than one serving 1,000. What matters is what sits behind those participants.

Campaign Volume

Overlapping promotions with different products, eligibility rules, timelines and payout structures.

Suppliers

Different objectives, products, funding arrangements, reporting requirements and performance measures

Data Sources

More sales, participant and eligibility feeds increase the reconciliation burden.

Participant Segmentation

Different groups may require different earning rules, communications, rewards and eligibility criteria.

Rewards

Multiple reward methods, currencies, catalogues and funding processes add operating complexity.

Markets

Different countries can introduce differences in currency, taxation, suppliers, campaign rules, rewards and communications.

> ***These factors do not simply add complexity. They interact with one another.***

A program with several suppliers, several participant segments, multiple feeds and two countries can quickly become difficult to operate manually.

HAVE YOU REACHED THE ADMIN CEILING?

Give yourself **one point** for every statement that describes your current program.

Checklist

- [ ] Sales or participant files require regular manual manipulation.
- [ ] Incentive calculations are still performed or checked in spreadsheets.
- [ ] Reporting requires data to be manually consolidated.
- [ ] Launching a new campaign creates significant administrative work.
- [ ] The team limits the number of campaigns it runs because of workload.
- [ ] Participant inquiries regularly interrupt the program team.
- [ ] Supplier reporting requires substantial manual preparation.
- [ ] Reward funding or reconciliation requires frequent manual intervention.
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WHAT YOUR SCORE MEANS

Use your score to understand where you are today - and what that means for your progrm’s bility to grow.

0–3	**Operating comfortably** Your current processes are probably still supporting the program effectively. The question is whether they will continue to do so as volume increases.
4–6	**Administrative pressure is building** Manual processes are beginning to consume meaningful team capacity. This is often the best point to automate before the workload becomes difficult to unwind.
7–9	**You are approaching the Admin Ceiling** Administrative effort is likely influencing campaign decisions, reporting frequency or the amount of activity your team can support.
10–12	**The operating model is limiting the program** Adding headcount may provide temporary relief, but the larger issue is how the program is structured and administered.

> **Your score is a diagnostic, not a judgement.**
> It’s a starting point for identifying where small changes can create significant capacity.

What Scale Can Look Like When the Operations Are Right

A sophisticated incentive program does not necessarily require a large internal administration team.

Consider one VIBE-supported program operating across Canada and the United States. Over a recent 12-month period, the program supported:

300+ supplier-funded campaigns

7 participating suppliers

8 daily sales feeds

5 user data feeds

29,192 reward redemptions

65,535 games played

42,316 peer recognitions

The program also operates across two countries with different suppliers, campaigns, currencies, reward catalogues, tax treatment and communications. Canadian participant communications are delivered in English and French.

CLIENT ADMINISTRATION TEAM

3 PEOPLE

The point is not that three people should be doing more work. **The operating model should prevent routine program activity from becoming manual work in the first place.**

WHERE AUTOMATION CREATES THE MOST LEVERAGE

When a program approaches its Admin Ceiling, the answer is rarely to automate everything indiscriminately. Start with the work that is repeated most often.

The Automation Loop

1

DATA PROCESSING

Sales and participant feeds should flow into the program without repeated manual preparation. Validation rules should identify exceptions rather than forcing the team to review every transaction.

2

INCENTIVE CALCULATIONS

Program rules, eligibility and earnings calculations should be executed consistently by the platform. The team should review exceptions, not recalculate standard transactions.

3

CAMPAIGN ADMINISTRATION

Program administrators should be able to configure and launch tactical promotions without repeatedly involving technical resources.

4

REPORTING

Program performance should be visible without rebuilding reports every time someone asks a question.

5

COMMUNICATIONS

Participant communications should be triggered by program activity, eligibility, performance or campaign timing where appropriate.

6

REWARDS

Reward balances, redemptions and program funding should be managed through structured processes rather than manual reconciliation.

The Real Goal:
Move From Processing to Managing

The objective is not to eliminate the program team.
It is to change what the team spends its time doing.

BEFORE	AFTER
A highly manual program	**A more mature operating model**
Processing files	Campaign strategy
Checking calculations	Supplier relationships
Preparing reports	Participant activation
Sending routine communications	Performance analysis
Reconciling rewards	Program optimization
Answering avoidable participant questions	Identifying new revenue opportunities

That is the real difference between a program that simply operates and one that can continue to expand.

Before You Add Another Administrator

When workload increases, adding another person can seem like the simplest answer. Sometimes it is necessary. But first ask:

?

- What percentage of the team's workload is repeatable administration?
- What work should the platform be absorbing before we ask the team to absorb more?

If repeatable administration is consuming substantial capacity, additional headcount may simply increase the number of people maintaining the same inefficient processes.

How High Is Your Admin Ceiling?

If your incentive team is spending more time administering the program than improving it, it may be worth examining the operating model underneath it.

VIBE helps organizations run sophisticated incentive programs with lean internal teams by automating program rules, data processing, campaign administration, rewards, reporting and participant engagement.

Request a Program Operations Review

We'll look at your current program structure, identify where administrative workload is accumulating and highlight the areas where automation could create the greatest leverage.

vibeincentives.com

Start a conversation

Contact carl.macdonald@vibesmg.com