

## HCXC | Points Platform for an Express Delivery Company

### Challenges

In the era of the consumer internet, loyalty points have permeated all aspects of our daily lives. From small individual businesses to national-level apps, everyone has established their own points system. In the field of human resource management, points have gradually started to infiltrate as well. Many companies are utilizing points as a form of incentive to drive internal projects, such as referral points, training points, and employee ranking points.

Our client is an outstanding enterprise in the logistics industry with a complex internal structure and a large workforce. Traditional incentive methods are difficult to coordinate and evaluate the return on investment, resulting in low employee participation and enthusiasm. In order to better motivate employees, spread corporate culture, and promote long-term development, HCXC leveraged its rich experience in operating systems and professional expertise in experience design to build an internal points operation platform for the client.

### Design strategies

#### ➤ Goal Establishment

Based on our comprehensive research on our clients' needs, we determined the following goal for the construction of the points incentive system:

- Establish clear scenarios for points distribution.
- Integrate points with company culture to create a sense of ceremony in point distribution.
- Strengthen employee-brand loyalty and establish a platform for interaction between the brand and members.
- Increase employee data acquisition scenarios, enrich member data labels, and deepen understanding of employees' actual needs.

➤ Mechanism Control

HCXC developed a points cost plan for the client's internal points system, which specifies various ways and channels to obtain points. A scientific and reasonable incentive mechanism has been established to effectively and positively motivate all employees, enabling them to better mobilize their work enthusiasm and exercise their initiative.

To control the relative stability of point value and prevent points from being excessively issued, measures were taken to build a points management platform and achieve data-driven management. At the same time, a series of point consumption methods, such as the points marketplace and point red envelopes, were also implemented to form a closed loop of points distribution and retrieval, maintaining the relative stability of the points pool.

➤ Gamified Operational Approach

Traditional performance evaluation systems can often make users feel dull and stiff, let alone creating a sense of happiness and belonging for employees. The advocacy of a points system is to create a positive and joyful performance culture, allowing employees to work as if they were playing a game. Turning work into a game, with points acting as game scores, creates a sense of achievement and happiness. HCXC developed a gamified operational approach for the client's internal points system, including the establishment of leaderboards and medal systems as incentive mechanisms to encourage employee participation in activities. Additionally, activity game templates are in place to support the rapid launch of activities. After the activities conclude, data tracking and analysis are conducted to evaluate their effectiveness.