

parago Win 2014 Silver IPM Award

Contributed by parago
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parago, an international incentives and engagement company, won a Silver IPM award recognising its employee recognition and incentive programme for BT, one of the world's leading providers of communications solutions and services. The IPM Awards recognise creativity and effectiveness in promotional marketing campaigns.

parago has worked closely with BT since 2010 to develop an employee recognition scheme that would have positive impacts on productivity, employee satisfaction, customer satisfaction and business results. More than 5 million pounds in employee rewards are transacted through the platform annually, with more than 50,000 reward cards in circulation servicing over 100,000 international employees and partners.

Since the programme was implemented, recognition engagement has improved by 50% across the employee base, resulting in more motivated employees and improved results across multiple lines of business.

"We are extremely proud of the programme we have developed for BT, which is massive in scale, but personalised in recognition detail," said Sophy Duarte, Group Account Director for parago. "Winning this Silver IPM Award is a testament to the service we deliver and the dedication of our team."

"parago developed a unique and rewarding employee recognition program for BT, which has resulted in a significant improvement in our internal recognition," said Paul Wilkinson at BT. "We are delighted to work with the team and congratulate them on this achievement."

The 2014 IPM Awards were held in London on Tuesday, 10th, June 2014. In 2014, there were 32 separate main categories, covering client industry sectors, media channels, objectives and techniques, plus five special categories. The full list of winners can be found [here](#) .