

We wanted a unique way to engage and retain our most talented consultants who help us meet our client's needs," said PTC president and co-founder, Mindy Berchansky. "LoyaltyMatch people helped us refine our strategy and program and the LoyaltyMatch software platform enables use to administer the program ourselves."

Contract Accounting, Finance and Human Resource Professionals Add Up Points For Rewards

ptcpoints

Earn reward points for every hour you work

PTC Recruiting (a division of PTC Accounting & Finance Inc.) is a specialized niche staffing service for all levels of accounting, finance and human resource professionals. Through PTC Recruiting it provides top talent for short- and long-term contract positions, time bound project work and specialized accounting assignments with the most sought after organizations in the Greater Toronto Area.

Challenge

Acquisition and retention of top accounting and financial talent are at the core of PTC Recruiting's success. For that reason they wanted to find an easy-to-manage, cost-effective loyalty program that would allow them to acknowledge, reward and recognize the talent, commitment and loyalty of its candidates on contract without adding to the workload of their own IT personnel.

Solution

The LoyaltyMatch solution focused on employee retention and engagement and all of the features required by PTC Recruiting for *PTCPoints* where readily available in our off-the-shelf, cloud-based, Software-as-a-Service (SaaS) platform that provides rewards management and real-time program analytics cost effectively. Furthermore, LoyaltyMatch manages rewards fulfillment services for *PTCPoints*.

Results

Since the introduction of *PTCPoints* in 2013 the membership has steadily increased each month to approximately 350 members who have claimed a variety of rewards including electronics, gift cards and hand tools.

If you would like to know more about how a loyalty program could help you reward your employees and customers while growing your business contact us at sales@loyaltymatch.com.



LoyaltyMatch

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