

Employee development through incentives

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It is not a secret that in a growing world we are faced with the development of technology and it being the new way to make business flow more efficient. This becomes a concern for employees that face a possibility of being replaced by a machine.

Luckily for some businesses, human interaction still is favoured over automated machine interaction. The warmth of an over the counter greeting from an employee, the option to ask questions before making your order, allowing you to make the best choice. Not only does this benefit the customer but also the employee.

Steers is a great example of business that invests in the exercise employee development over technological development, this being done through employee incentives, on a regular basis. Offering incentives that bring tangible change to the employees living conditions.

Recently Steers in partnership with Coca-cola, held a competition for all their Steers employees nationwide, where employees in all franchises across South Africa were required to sell a Coca-Cola, can or buddie with a meal and those that sold the most in each franchise, were put in a draw to win a DatSun-Go vehicle. Charmaine Sibanda –Steers Chili Lane, was the lucky winner for the competition and was presented with the Datsun-Go on Friday, 19 October 2018. “I am deeply humbled and grateful for this blessing, working at Steers has really helped each of us, not only me see a future within the business, for our families”- Charmaine Sibanda, Steers Chili lane employee.

Even in a technological developing world, human interaction is still the best form of interaction over automated responses. With the addition of incentives employees feel motivated to deliver efficient services, as they work with a goal that will not only benefit them but also the business, thus building better employee and employer relationships.

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