

Employee Recruiting and Retention

Employee Recruiting – Even in today's tough economic environment, businesses are aggressively recruiting the next generation of employees to replace the upcoming wave of baby boomer retirements. College campuses and job fairs are frequent venues for recruiting activities. The music download cards are an ideal premium. The custom printed cards are light-weight (not only easy to handout, but convenient for the recipient to take home), can drive potential employees to the company's on-line recruiting webpage, and capture contact information before the cardholder can access the music store to select and download their FREE songs.

- Nurse Recruiting – The U.S. Government research forecasts a 28% rise in overall employment of nursing, psychiatric, and home health aides between 2006 and 2016.
- Software / High Tech Companies
- Professional Service Firms
- Military Branches
- Temporary Help

Employee Retention Incentives – A recent study calculated the cost of replacing a mid-level manager in excess of \$50,000; when advertising, interview costs, training, and lost productivity are included. Management recognition of employee job performance is a key component to reducing employee turnover. The music download and cell phone ringtone cards are frequently used as an employee appreciation gift. The flexibility in the card's denomination helps fit any budget and the unlimited selection of music (over 3-million songs) or ringtones allows the cards to be used frequently, as an instant reward for a job well done.

Employee Safety Award – A recent estimate on the economic impact of job-related injuries and illnesses - \$150 billion per year. Rewards and recognition are a proven method for breaking through to employees so safety remains top-of-mind, according to the Occupational Health & Safety Administration. With over 200-million cell phones in the U.S., who would not appreciate a FREE ringtone? Each time the employee hears their phone ring; they are subtly reminded of the employee safety initiative. With over 20,000 ringtones and fight songs to choose from, everyone can find their favorite tone.

Employee Training – The custom survey feature of the music download or ringtone cards are an ideal way to test employee knowledge from the training session. Create the questions / answers choices and let us handle the survey setup, data capture, and reporting. Employees will be directed to the survey web page, where they will need to complete the survey before gaining access to the download store, where they will select their choice of music and download to their iPod, MP3 player, some newer cell phones, or CD.

