

AlbiCoins

Empower Workforce Engagement

Demanded benefits

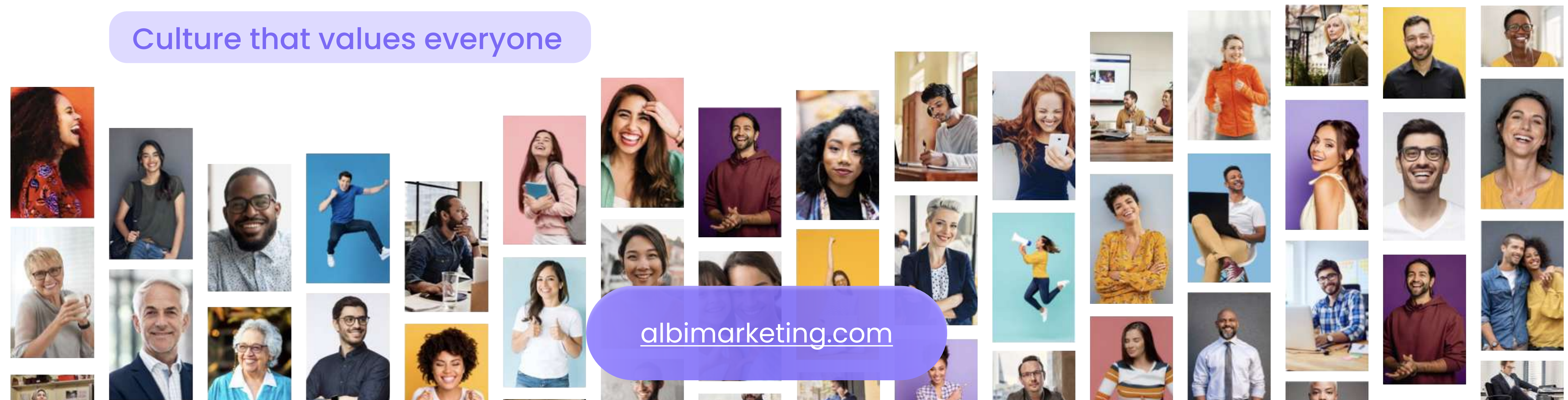
Attractive Employee Brand

Motivated team

Engaged community

Long-Term Retention

Culture that values everyone



albimarketing.com

Motivate with Personal and Fair rewards

- Ensures fairness by tailoring rewards to individual needs and support healthy company growth.

Enhanced Employee Retention

- Improves retention by providing meaningful and personalized incentives.

Cost-Effective Benefit Management

- Optimizes benefit costs through efficient reward distribution.

Make everyone's contribution visible and measurable with a transparent and fair system of rewards and recognition.

Compensation & Benefits

My Coins
2000

- Education
- Health
- Sports
- Leisure Gifts

★ KPI 80%

My leaning score

😊 **4,5**
+0,5%



Why now?

CHALLENGES VS. SOLUTIONS WITH ALBICOINS

Today's Workforce Challenges

- Diversity and Inclusion
- Distributed Teams
- Remote Work
- Long-Life Learning
- Values-based culture

AlbiCoins Solution

- Improving Open Communication
- Recognizing initiatives
- Sharing Best Practices
- Rewarding Fairly
- Improving Peer-to-Peer Trust



5 steps to empower your team engagement

- ✓ Customizable and scalable
- ✓ Start with any module
- ✓ Integrated with your CRM

P2P Recognition

Enable employees to award each other.

Each reward is linked to a specific core value and requires management approval.

Project team contest

Hosts contests for the distributed team projects, with all employees voting on the outcomes.

Facilitates team collaboration by allowing project teams to showcase their achievements.

Boost upskill & reskill

Give your team a reward for all their hard work in upskilling and reskilling with Coins.

Recognize that workplace studying is also great, hard work.

Flexible benefits system

Combine financial and non-financial achievements and initiatives into a single reward system, enhancing fairness and inclusivity.

Research and get feedback

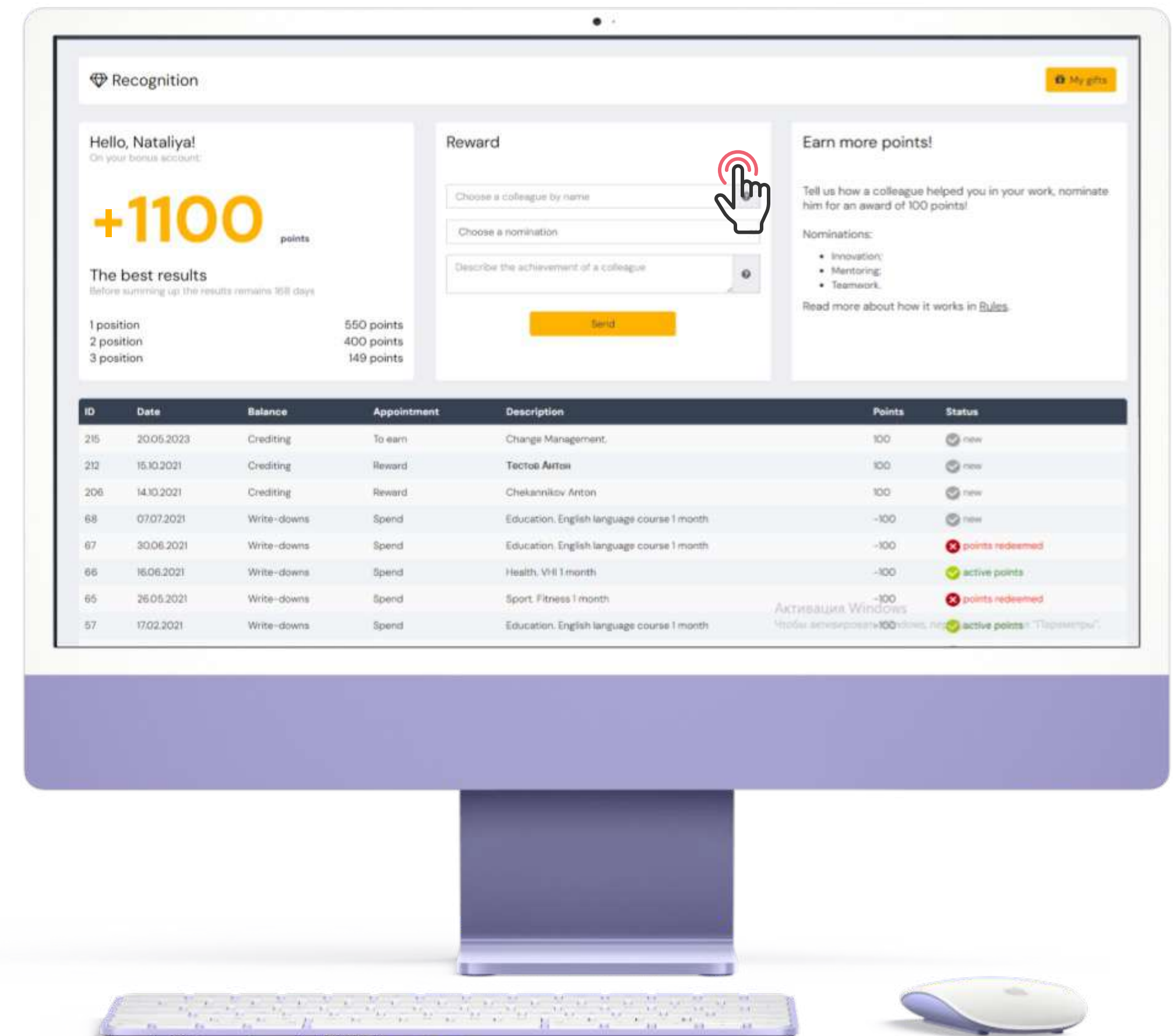
Be aware of how satisfied and engaged employees are with AlbiCoins research instruments.

Get immediate feedback for your initiatives

Value-based P2P recognition

Employees reward each other with Coins for actions that reflect Core Values; each reward requires management approval through a 1- or 2-step process.

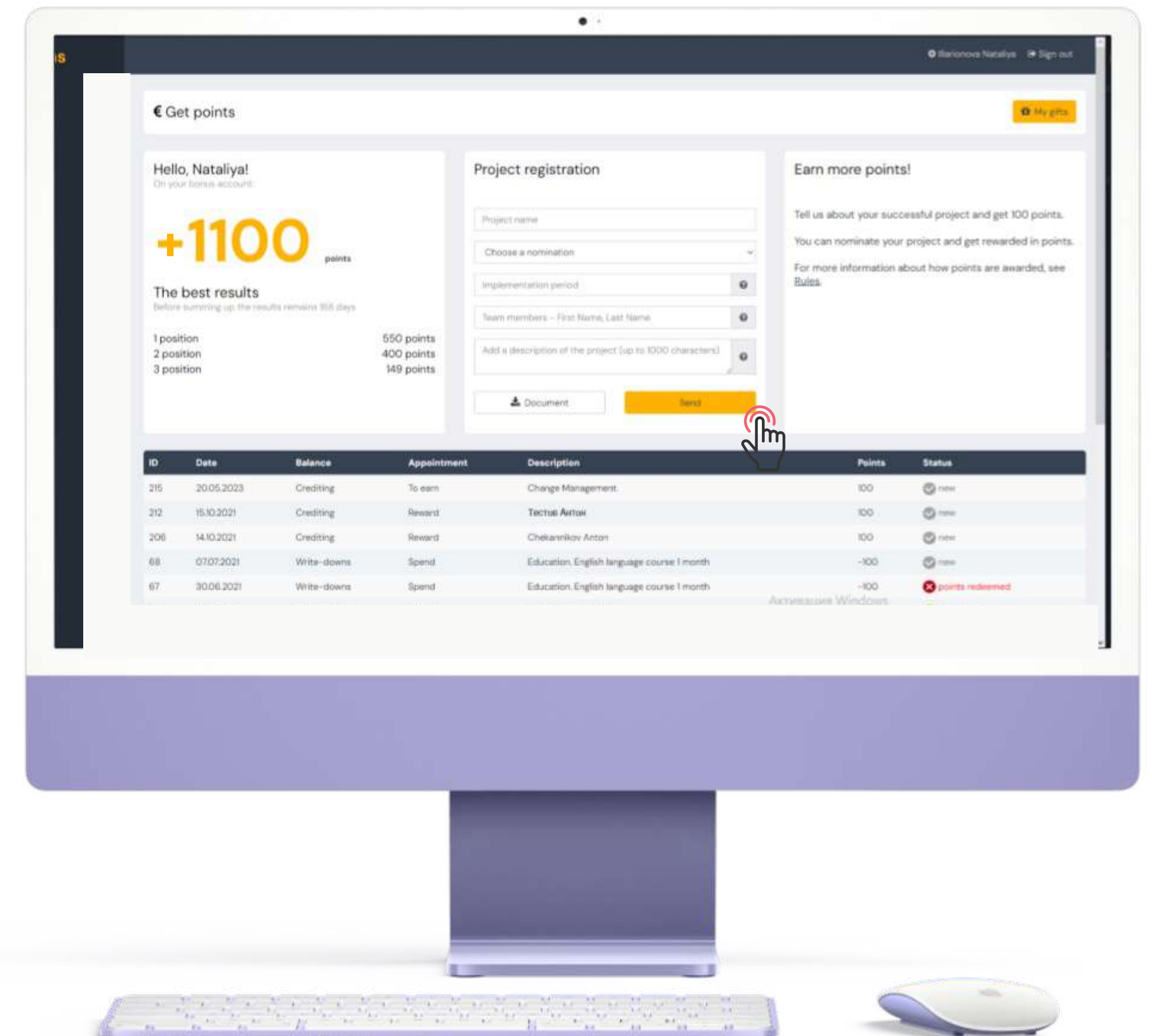
- ✓ Recognizing and Sharing Best Practices
- ✓ Make Everyone's Contribution Visible
- ✓ Improve Peer-to-Peer Trust
- ✓ Set up of Core Values
- ✓ Frame communication and establish culture
- ✓ Give people a feeling of belonging



Value-based project team contest

Unite distributed teams into a cohesive unit. Enable project teams to showcase their achievements aligned with your Core Values. Encourage healthy competition on ideas and involve everyone to vote.

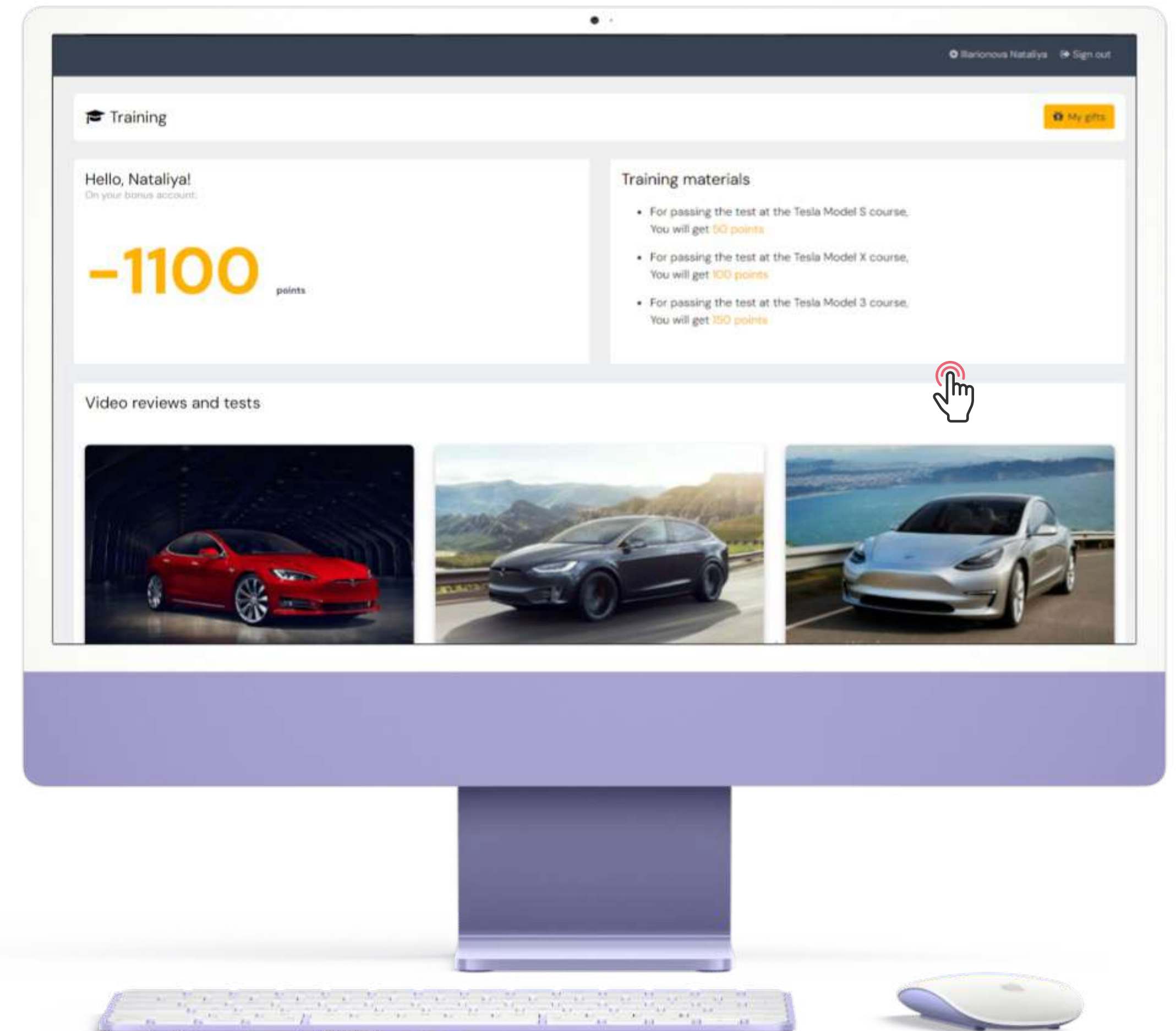
- ✓ Recognize and Share Best Teams Practices
- ✓ Enhance transparency and fairness
- ✓ Set up Core Values and put them into practice
- ✓ Establish norms of effective collaboration
- ✓ Empower team engagement



Motivate Upskill & Reskill

Reward your team's hard work in Upskilling and Reskilling with Coins. Integrate with your educational platform.

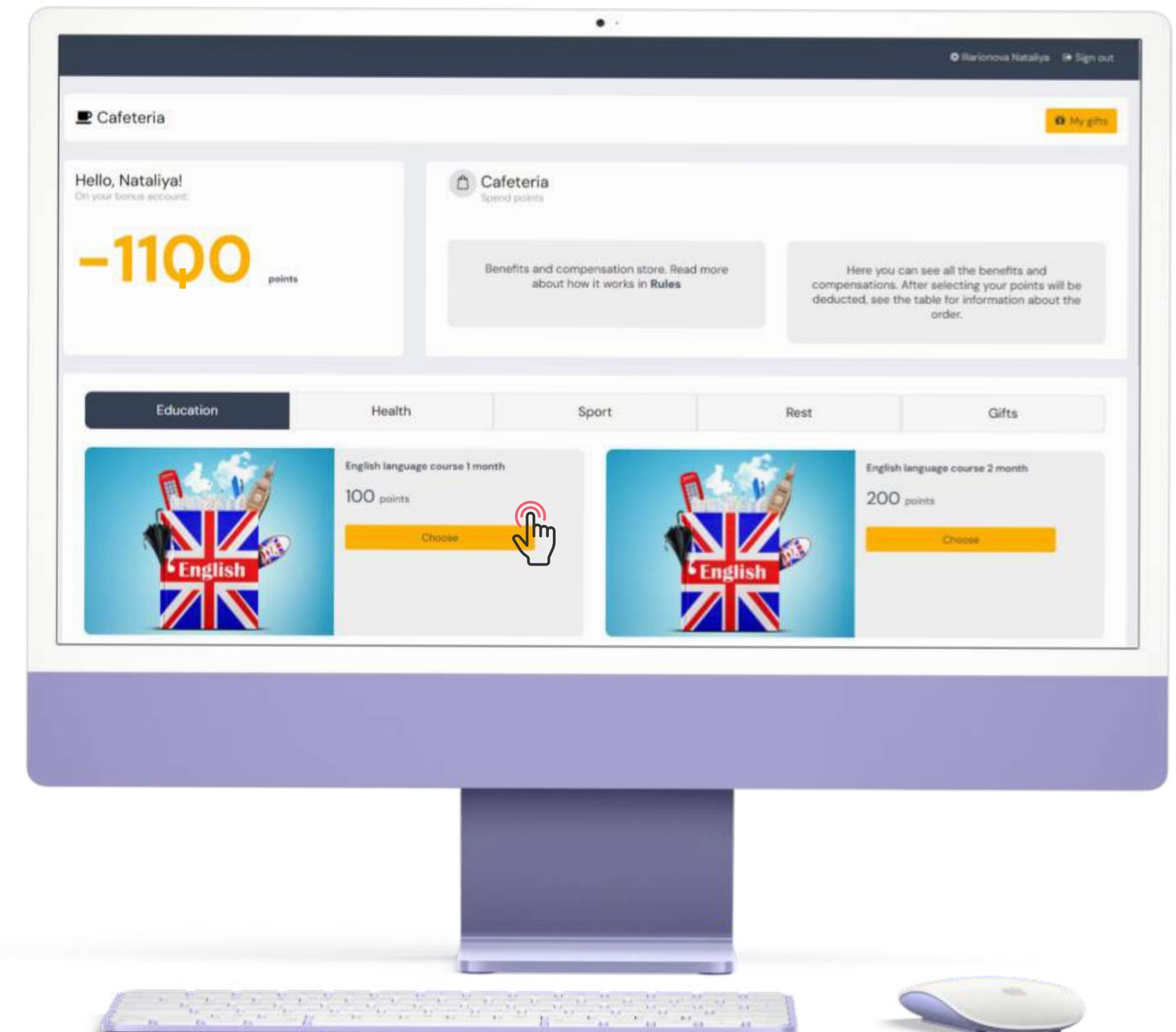
- ✓ Recognize successful learning
- ✓ Motivate any learning effort
- ✓ Empower team competitiveness
- ✓ Support self-improvement efforts
- ✓ Make your benefits system considered fair



Flexible Benefits System

Make your Benefits System (or just part of it) flexible and personal, and make sure it's seen as fair. Combine rewards for both financial and non-financial achievements into one system with Coins

- ✓ Optimize costs with a flexible system of Coins
- ✓ Motivate any initiative and contribution
- ✓ Personalise awards for team efforts
- ✓ Improve retention with a long-lasting Coin collecting system
- ✓ Make you benefits system considered fair



Operate your corporate "COINS" easily with customizable manager panel

- ✓ Control and support you team
- ✓ Integrate with your CRMs
- ✓ Get on-line reports and data
- ✓ Change platform setting
- ✓ Get daily Albi Team support

AlbiCoins Structure Users Balls Orders store Projects Nominations References Reports Training System Выйти (admin)

Home / Admin panel / Users

Users

[Add users](#)
[Export to xls](#)
[Import to xls](#)
[Reset filter](#)
Show by: All

Showing 1-8 of 8 items.

ID	Registration time	Login / e-mail	Surname	Name	Middle Name	Post	Department	Total points	Points for projects	Bonus points	Status	Password generation	Actions
133	09.06.2021 13:22:42	AlbiCoins@rambler.ru	AlbiCoinstest	AlbiCoinstest	AlbiCoinstest	AlbiCoinstest		1	0	1	Active	🔑	✎ 🗑
132	05.05.2021 17:20:19	chekannikoff@yandex.ru	Chek	Anton			Test	0	0	0	Active	🔑	✎ 🗑
129	21.04.2021 16:21:42	irina.plekhova@albi.ru	Plehova	Ira	Alexandrovna	Marketing	test2	550	0	550	Active	🔑	✎ 🗑
126	21.04.2021 14:54:09	anton.chekannikov@albi.ru	Chekannikov	Anton			Алби маркетинг	349	400	-51	Active	🔑	✎ 🗑
98	30.06.2020 12:00:26	viktor.stepanenko@albi.ru	Stepanenko	Viktor		marketing	albi marketing	400	0	400	Active	🔑	✎ 🗑
97	30.06.2020 11:53:12	natalia.illarionova@albi.ru	Illarionova	Nataliya		marketing sales	albi marketing	300	300	0	Active	🔑	✎ 🗑
91	16.05.2020 15:10:11	chingizy33@yandex.ru	Golovin	Daniil				500	0	500	Active	🔑	✎ 🗑
89	01.01.1970 02:00:00	admin@admin.ru	admin	admin				0	0	0	Active	🔑	✎ 🗑

Operate your corporate “COINS” easily
with customizable manager panel

Why innovate with Albi?

Our solutions are the result of our experience in both technology development and social science. Since 2010, our team has developed several successful projects for global enterprises, with a focus on partner and employee motivation.



**BUSINESS
FINLAND**

AlbiCoin’s approach was recognized as innovation at the European Market.



Olli-Pekka Olavuo
Director B2B Channel Marketing
Canon regional HQ, Canon
North-East Oy

“Key value of Albi Marketing was that it was always pro-active in terms of Canon’s business development through Canon Club activities. Albi has always been fast in execution and flexible when needed towards Canon as its customer”.



Olga Radchenko
Implementation & Solutions
Management Partner, EMEA
F. Hoffmann-La Roche Ltd
People & Organizational Growth

“Albi Marketing is a great example of agile ways of working and digital expertise. We can recommend the agency as a service provider for the development and support of motivational programs for employees”.



Oleg Gaidaenko
Toughbook Sales Director
Panasonic Russia LLC and CIS
countries

“I would like to highly recommend the Albi Marketing team as a reliable marketing services provider, event organizer and sales force motivation program developer as well as Natalia Illarionova personally as a high level professional and business leader.”

Manage and motivate your team
by one platform

Start within 3 weeks

Schedule a demo

Ask your question

Call us +358 40 368 1631

One platform to create community

