



# Discover How 3 Organizations Used Performance Fantasy League to **Achieve Record Results**

# Thank you for downloading these Performance Fantasy League case studies

Leaders know what their employees need to do in order to achieve company performance goals. The challenge is finding a way to communicate these actions clearly and to keep their employees engaged so that they consistently perform these activities so that the company's performance goals are met.

The thought of running a campaign with employees might sound overwhelming and there is a fear that will eat up far too much of one's time. One of the reasons PFL campaigns are so effective is that the opposite is true. We've built systems that encourage and reward best practices. All you have to do is use the system.

After spending only a few hours to get your campaign set up, it's very easy to run. There is no need to hire additional personnel or for anyone to take on additional responsibilities to manage it.

The following case study results are not outliers. They're the kind of results our clients regularly achieve.

The three examples shown are from three very different institutions, which highlights the versatility of the program and the consistency in achieving results.

I hope they inspire you to see what's possible for your own organization.

## Chris Burgess

PerformanceDelta  
CEO, Founder  
601-853-4500 ext 111



# Renasant Bank

Renasant Bank came to us wanting to achieve an ambitious goal. Like most financial institutions, they were looking to drive deposit growth and distinguish themselves from market competition. Achieving this goal would require engaging the entire organization to build a sense of comradery, teamwork, and friendly competition.

In addition to the deposit goal, Renasant also wanted to drive actionable behaviors to continue employee success in the future.

## Overall Campaign Goals



Increase  
Deposits



Create Consistent  
Core Behaviors



Increase  
Employee Engagement

## Organization Profile

**\$18 billion**

Asset Size

**2,500**

Employees

**177**

Locations



# Campaign Details



**Length of Campaign**  
Initial Campaign was 90 days

## Measurable Goals New Deposits



**\$120 million**  
Base Goal

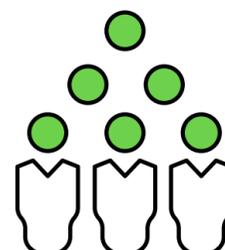


**\$170 million**  
Stretch goal

## League Roster



**7 Teams**



**2300 Players**

## Activities Tracking

### Individual Scoring

- Submitted Deposit Referral = 1 point
- Matched Personal Deposit = 1 point
- Matched CD = 2 points
- Matched Business savings = 3 points
- Matched Business checking = 4 points

### Team Scoring

- Total points from team members
- Running total against other teams

# Campaign Results



## ROI Calculation

**\$700 million**

Total New Deposits

**417,000%**

ROI

Initial Campaign achieved

**5.8x**

original goal



## Client Feedback

The use of the Performance Fantasy Leagues at Renasant have been a game changer for us. We began using the league to help us achieve a lofty deposit goal and it allowed us to far exceed the expected results. PFL increased our employee engagement and excitement, and created a level of competition among all of our employees we had not seen before. Using PFL helps create clarity and alignment on the goals that have been set out and continuously monitors our success towards achieving goals; which only adds to the excitement. If you are looking for a fun and engaging way to create greater success in your organization, you need to check out the PFL.

Joe O.  RENASANT  
BANK

- ✓ After the overwhelming success of the **90 day** league, Renasant revised its goal to hit **\$1 Billion** in new deposits.
- ✓ The league was extended and employees remained engaged to achieve the new goal.
- ✓ The final total was **\$1.7 Billion** in new deposits.

# Cornerstone

## Community Federal Credit Union

When Cornerstone launched a new referral program they faced a significant challenge: their employees had historically resisted referring new business because they feared becoming a sales organization. Cornerstone leadership knew that without employee buy-in, the program, no matter how great it might be, was unlikely to succeed. To get this buy-in, they had to overcome their employees' fears while engaging them to embrace the new referral program.

In addition, they wanted to include their entire team in the referral program launch, not just those who interacted directly with members.

Although they didn't have specific campaign goals set for new referrals, it's clear focusing on getting their employees engaged translated into outstanding results for their new referral program

### Overall Campaign Goals



Increase referrals



Get positive employee adoption of the new referral program



Engage their entire team in the launch, not just front-line employees

### Organization Profile

**\$440** million

Asset Size

**125**

Employees

**5**

Locations



**Cornerstone**  
Community Federal Credit Union

# Campaign Details



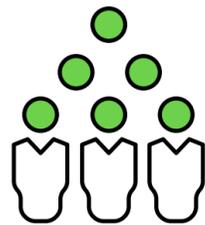
## Length of Campaign

80 days

## League Roster



**10** Teams



**109** Players

## Activities Tracking

- ✓ New referrals = 10 points
- ✓ New Accounts = 10-300 points (depending on product opened)
- ✓ Volunteering = 250 points/hour
- ✓ Completing Training = 150 points
- ✓ Attending Team Meetings = 200 points
- ✓ Sharing a story = 100 points

# Campaign Results



## ROI Calculation

**\$275,000**

Campaign Revenue

**1,796%**

ROI



## League Stats

### Referrals and Accounts

**6,189** Total New Referrals

**1,881** New Accounts Opened

This was the best month in company history for investment services

### Participation

**78%** Referral Program Participation

**92%** League Team Meeting Participation

**138** Stories Shared Among Employees

**100%** completion within one day  
Employee Training

### Volunteering

**2,200** Volunteer Hours

**81** employees volunteered  
833 times at 82 different organizations



## Year-Over-Year Comparison



“It was a resounding success. Almost the entire organization participated and had fun. It’s been mind-blowing to see such a simple concept, when applied correctly, transform our business. Once you have comfort with the system, you realize anything is possible - the only real boundaries are making sure you can track the results.”

Eric H.



# Merchant Service Provider

As was the case with most other companies in America, the COVID pandemic was a game changer for this Merchant Service Provider's business. They were an outside sales organization that believes, teaches, and exemplifies face-to-face white glove treatment, but were stuck at home, unable to go out and personally visit their customers. This was the situation out of which the need for the PFL arose. The Merchant Service Provider loaded all of their customers that had closed their merchant accounts into ProspectTrac and created calling teams to bring customers back.

They had dedicated calling blocks and virtual happy hours on Zoom to make the initiative fun and impactful. Their sales teams had fun smiling and dialing, but they also had a blast competing and winning business back. PFL created a measurable way to keep moving the sales process forward and ultimately winning business back.

## Overall Campaign Goals



Transform their business model from in-person to virtual during COVID



Increase best practice behavior from their salespeople



Win back customers

## Organization Profile

**7 billion**

in transactions annually

**150**

Employees



# Campaign Details



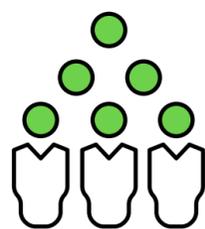
## Length of Campaign

10 days

## League Roster



**12** Teams



**112** Players

## Activities Tracking

- ✓ Called – No Answer = 1 point
- ✓ Called – Non-Working Number = 1 point
- ✓ Called – Left Message = 10 points
- ✓ Called – Spoke with Decision Maker = 10 points
- ✓ Sent Email = 10 points
- ✓ Completed Follow-Up Meeting – 50 points
- ✓ Application Completed – Sent to Customer = 100 points
- ✓ Applications Submitted to BancCard Office = 800 points

# Campaign Results



## ROI Calculation

**\$120,000**

Campaign Revenue

**1,233%**

ROI



## League Stats

**100%** Employee Participation

**15,316** customers contacted (81% of total list)

**358** Customers Won...and counting!

**31,342** activities logged

**601** applications submitted

### Trey D.

Our usual face-to-face sales plan was turned on its head when COVID hit. ProspectTrac combined with Performance Fantasy League gave our sales team a measurable way to set goals and keep moving forward in our new reality.

The results were incredible. We averaged 90% of our usual sales production in a time when similar companies were only able to hit 20- 30% of non-COVID sales. We won back over 300 merchants in 3 short weeks. The PFL experience was fun, easy, and extremely successful.”

## Are you ready to engage your employees and skyrocket their performance?

As you can see from these case studies, you don't have to settle for mediocre performance from disengaged employees. You're one Performance Fantasy League campaign away from effortlessly leading and growing your organization with a team motivated to win.

[Schedule a Demo](#)

