

**If your incentive platform  
requires a PhD to  
navigate, it's not a  
feature. It's a barrier.**



**CYSEND**

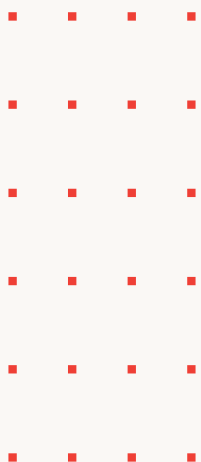
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## The complexity trap body

We often confuse "comprehensive" with "effective."

But when reward redemption takes ten clicks and a support ticket, participation tanks.

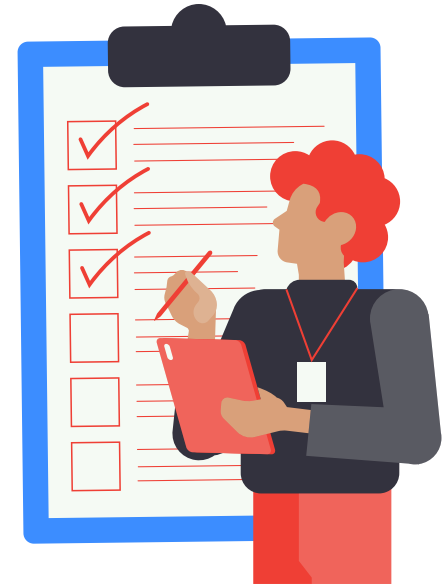
The most powerful incentive system isn't the one with the most back-end settings; it's the one employees actually use without asking "how?".



# The friday friction test

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Pick a random employee and ask them to redeem a reward right now.



- ☐ Did it take more than 3 minutes?
- ☐ Did they have to ask where to click?
- ☐ Did they encounter a "contact administrator" error?

If yes to any: you're managing software, not incentives.

The **best systems** get out of the way so the recognition can shine through.