

Home Depot's Incentive Program

It has been well publicized over the past few years that Home Depot has received poor scores on their customer service ratings.

In 2006, Home Depot rolled out a new cash incentive program for store employees. The program is called Orange Juiced and offers big bucks for delivering good customer service. Employees can earn up to \$1,000 a month or \$10,000 annually. In order for employees to receive this compensation they will have to make a great impression with customers. This program will motivate employees to deliver high quality customer service, and hopefully increase Home Depot's poor customer service rating. (Bond, 2006).

Companies can learn from this example, and need to review the possibility of creating a cash incentive program as a motivational program for employees. The added cash incentives will also increase employee satisfaction and enable them to get answer to their million dollar questions? "***What is in it for me?***"

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