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Jason Atkins
CEO and Founder
360insights



Incentives for Growth

360insights offers a foundation for the incentive programs that drive sales

Incentive programs can be valuable tools in any sales process, but they are more complex than they appear on the surface. Consider a consumer who is attracted to a major retail chain by the promise of a \$200 rebate on a new refrigerator. If the rebate is offered at the cash register, the retailer will need a way to collect the money from the manufacturer. Sales associates might also earn a bonus when selling the first product, since manufacturers want them to take the time to learn about features and benefits. Or maybe the rebates are only paid after a consumer completes an online form.

The tools developed by 360insights support every step in these programs, monitoring how they're used, transferring funds and even expediting payments.

“What we decided to do is allow the consumer to decide how they get paid,” explains CEO and founder Jason Atkins, referring to just one of the ways his business has enhanced the processes. “They tell us, ‘Hey, do I want it to be a gift card? Do I want it to be a cheque? Do I want it to be a direct deposit or do I want it to be a PayPal?’ And we send them the money the way that they want to receive it.”

Before launching 360insights (formally 360incentives.com), Atkins had spent several years running a US marketing firm, flying back and forth across the border every week, but he decided that it would be better to open a business closer to home where he could spend more time with his family.

“Whitby is a great community,” he says, referring to the local quality of life. “It’s a very family-oriented place. My wife loves it. My children love it.” There are great parks to be enjoyed, and the family can easily attend events in the nearby GM Centre or venues in downtown Toronto.

When it comes to quick trips into Toronto, he is a big fan of the GO Train. “GO is amazing,” he says. “It takes 37 minutes and you can get into downtown, you can have your meetings and get back on the train. And there’s tons of trains throughout the day.”

Community of Choice...for Business

Fast Fact From Whitby, you can reach downtown Toronto in less than 40 minutes via GO Train.



The Whitby location has even helped to recruit employees who want to avoid commutes altogether.

“As we started hiring people, we realized we were getting a lot of people that used to commute, used to have to go to Mississauga or go to Toronto, and wanted to be closer to home for their families as well,” he adds.

When searching for a director of finance, about 140 people applied for the role. “This was the first validation that there’s a lot of people in this area, skilled people to hire,” he says. “When we talked to a lot of them, they all talked about being close to home.”

Training programs at nearby Durham College have supported the local talent pool as well. “They have a great program for the web development side of things,” he adds.

The growing business has also been able to enjoy support through the Town of Whitby’s Economic Development Office. “When we reach out to them, typically same day or within 24 hours they’ll get me a response. Some examples will be, we were looking for some space and they put us in touch with people that had great space for what we were looking for. When we were looking for people, they put me in touch with Durham College,” Atkins says.

“They’ve been there when we’ve needed them.”

Web: www.360insights.com

