

From Engagement to Ownership

How Bread Financial Built a High-Performance Culture for a Changing Frontline

PRESENTED BY

Brad Tompkins

CRO, Central

Scott Dishon

Customer Care Operations Manager, Bread Financial





BRAD TOMPKINS

Chief Revenue Officer

- 30+ years in software and hardware sales
- MBA, UVA Darden School of Business
- U.S. Navy, Nuclear Propulsion Technician



LEADERSHIP

Executive Profile

Brad Tompkins brings more than 30 years of experience in software and hardware sales to Central. Prior to joining Central as Chief Revenue Officer, he served as CEO at Workspot and Chief Revenue Officer at IGEL.

He has held senior sales leadership positions with Red Hat, Hewlett Packard (now Hewlett Packard Enterprise), and Citrix. Brad holds an MBA in Business Administration and Management from the University of Virginia, Darden Graduate School of Business, and served in the U.S. Navy as a Nuclear Propulsion Technician.

CAREER HIGHLIGHTS

Workspot.

CEO

IGEL

CRO



Red Hat

HPE

citrix.

Sales Leadership

L E A D E R S H I P



SCOTT DISHON
*Operations Manager,
Customer Care*

Executive Profile

Scott Dishon has devoted more than ten years to supporting and enhancing Bread Financial operations. He currently supports the Global Partner teams within Customer Care.

Scott collaborates across various areas of the business to promote operational readiness, ensure consistent performance, and deliver outstanding customer outcomes.

AI Powered Frontline Employee Success and Growth

We believe the frontline employee experience has the power to transform your business



250k
Users



150
Countries



100+
Forbes Global 2000

3 OF 5 | Top World's Best Workplaces

5 OF 10 | Leading Financial Services Organisations

8 OF 10 | Top Business Process Outsourcers

OUR PARTNERS



ENTERPRISE-GRADE SECURITY (SOC2, ISO, GDPR)



AWARD WINNING TECHNOLOGY



Deutsche Telekom



foundever

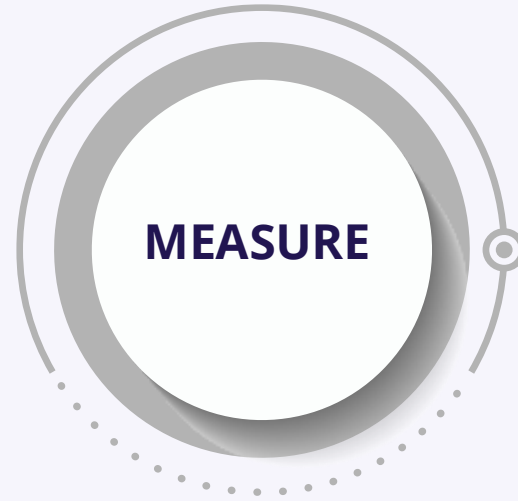
WIX

IHG
HOTELS & RESORTS

cellularsales | verizon
authorized retailer

Just seeing the problem doesn't fix it

Change only happens when people do



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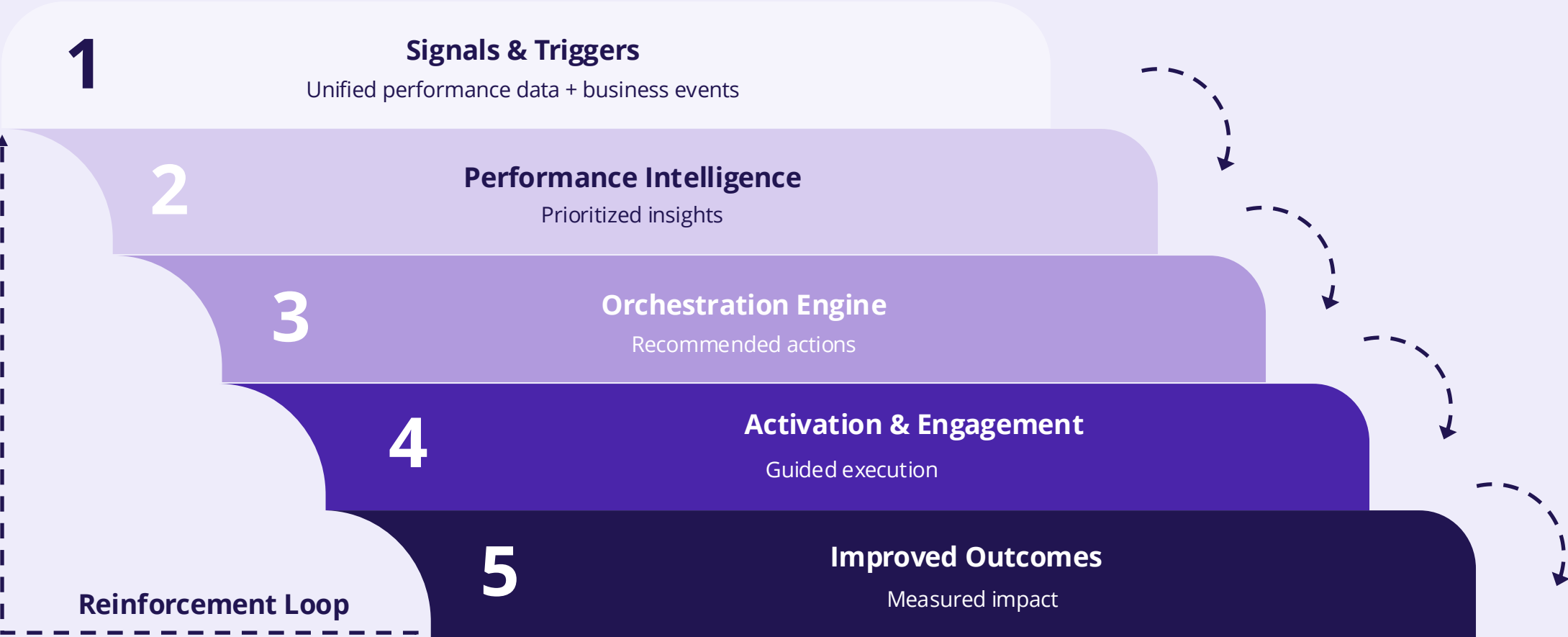


Performance Intelligence
Platform



The Performance Intelligence Loop

Turning strategy into consistent execution



Case Study

Financial Services

Bread Financial

HQ
Columbus, OH

Employees
7,500+

Users
3,000



Company Overview

Bread Financial is a tech-forward financial services company offering simple, personalized payment, lending, and saving solutions. Guided by a digital-first approach, data-driven insights, and white-label technology, Bread Financial delivers growth for some of the world's most recognized brands through a comprehensive product suite.

Time to results: **6 months**

Increase Employee Performance

1

Ownership

Allow associates to drive their own performance and development goals.

2

Empowerment

Enable associates to be successful and know that their organization is committed to their career growth.

3

Engagement

Motivate associates through friendly competition and performance visibility, while improving individual/team accountability with performance leaderboards.

4

Discretionary Effort

Drive associates to do more and excel outside their normal daily duties by completing challenges and missions.

5

Retention

Reduce associate turnover.

THE RESULTS

22%

Improved Productivity

15%

Increase in Customer Advocacy Score



We partnered with Central to drive associate experience, customer experience, and to elevate our KPIs. We know that the associate experience leads to a great customer experience.

— Scott Dishon, Customer Care Operations Manager, Bread Financial



Three pillars of engagement

01

Motivate

- Daily missions and challenges
- Visibility into real time KPI data
- Contributions and best practice sharing

02

Compete

- Peer to peer competitions
- Team leaderboards
- Individual races

03

Reward

- Badges
- Coaching
- Kudos

ENGAGEMENT IN ACTION

6,400+

Kudos sent between associates

29,000+

Badges earned

Since going live, Bread Financial reported that associates have sent over 6,400 kudos and earned over 29,000 badges, demonstrating high engagement and performance.

“ *What I love about Central the most is that it is a one stop shop. Central takes all the information from the multiple places we go to for rewards, performance metrics and career development and puts it into the hands of our leaders and associates in one singular platform.*

— Scott Dishon, Customer Care Operations Manager, Bread Financial



Q&A



Thank You

Brad Tompkins

Chief Revenue Officer, Central

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Scott Dishon

Operations Manager, Customer Care, Bread Financial

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