Global Data and Infrastructure Solutions Provider Increases Distributor Sales

Client Profile:
Global provider of data, telecommunication and infrastructure solutions.

Situation:

The company's past incentive efforts were not successful. Participants in previous reward programs wanted immediate fulfillment and more exciting rewards. They had two goals for their new reward program with Incentive Solutions:

• Increase sales and/or purchases of their company's products
• Provide participants a rewards platform that is easy to use and easy to redeem

Solution:

Incentive Solutions helped this client implement an online reward points program aimed at the client's distributor sales reps (DSRs) and branch managers. These participants earned a percentage back of every dollar spent on the company's products.

Results:

• 2,000 participants joined the reward program
• 11 promotions in reward program's first year, with seven promotions earning a positive ROI of over 100%
• 10 promotions were run in the program second year, with an ROI of 500% for the most successful and 196% for the least successful

Putting Incentive Solutions technology into action
The client used a combination of Incentive Solutions modules with specialized features and benefits to manage a successful incentive program.

• The Learn & Earn Module
The Learn and Earn Module allowed reward program participants to earn receive reward points for correctly answering Daily Trivia questions, completing surveys or passing online quizzes.

• The Performance Tracking Module
The Performance Tracking Module allowed reward program administrators to schedule, manage and track multiple, simultaneous sales promotions. The module's document upload tool allowed administrators to analyze invoices, receipts and warranty registrations uploaded to the program in order to validate sales claims. This sales data combined with free-to-access program reports allowed administrators to track sales goals and better gauge program success.

• Quick Points
The Quick Points Module provided the client with On the Spot reward certificates in their choice of paper or electronic form. This enabled managers to spontaneously reward participants for desired behaviors. These behaviors were reinforced with instant gratification, since reward recipients could instantly add their reward points to their online point balance.

• The Mobile App Module
The Mobile App Module allowed the client to offer participants a mobile app version of their online reward program. The module worked with native smartphone technology to enable reading of Quick Points QR codes, product barcode scanning for in-store purchase of items in the reward catalog, as well as the ability to capture invoices, receipts, warranty registrations for immediate upload to the program for sales claims validation.