



A Global Manufacturer of Wheelchair Accessible Vehicles Uses a Sales Incentive Program to Change Dealer Behavior



Client Profile:

This decades-old, global manufacturer sells mobility products, including wheelchair-accessible vehicles and lifts for handicapped drivers and passengers.



Situation:

The global leader in mobility manufacturing had a problem. Warranty registrations were rolling in, but the submissions were often missing one key piece of information – end-user email addresses. Without the end-user email addresses, it was difficult to market to the end-buyer. What was a global manufacturer to do? An incentive program.

But the manufacturer already had an incentive program. It had been designed to nudge dealer sales reps to submit completed warranty registrations, but had failed to push the needle on the manufacturer's goal. Here's why:

- ✓ **Lack of instant gratification:** Sales reps had to wait over two weeks after a submission to receive their rewards.
- ✓ **Limited reward options:** Rewards were restricted to limited retailers, giving participants little room to choose a reward they wanted.

For this manufacturer, better rewards meant more opportunities to change dealer behavior long-term.



Solution:

In the past, the manufacturer's rewards were late and lackluster. With Incentive Solutions, the manufacturer's rewards – on branded reloadable debit cards – required no deliveries and were just as flexible as cash.

How It Worked:

Whenever participants met the manufacturer's goal, they earned cash on their reloadable card. The amount of cash hinged on two criteria: submission timeliness and the inclusion of an end-user email address. Every few days after that two day window, participants lost points. And for submissions missing a valid email address, participants also lost points.

Setting the point reward structure this way incentivized dealers to:

- ✓ See end-user email addresses as a necessary part of the sale
- ✓ Submit warranty registrations soon after the point of sale



Results:

- ✓ 95% of dealers and sales reps participated
- ✓ 97% of participants reported preference for the new program.
- ✓ Warranty registration submissions complete with end-user email addresses increased from 37% to 92%