

# Customer rewards program increases PVC pipe sales 40%!

## CLIENT

A leading distributor supplying the plumbing, heating, cooling and electrical market segments.

## SITUATION

Due to a surge of competitors offering similar products, this distributor wanted to develop a new, cost-effective approach to attracting and retaining customers.

## SOLUTION

Our client chose us for our strategic approach to customer loyalty, the variety and quality of our rewards, and the ease of program design and administration.

We developed a flexible customer loyalty program that rewarded customers with online points for achieving an annual volume threshold. The program offered a compelling value proposition with an appealing point structure and a broad selection of travel and merchandise rewards. The distributor kept the program exciting with ongoing bonus points and special reward-earning opportunities.

The program also featured:

- Custom-designed reward options outside the online rewards catalog, such as a trip to see the area's National Football League.
- Bonus point promotions to increase inventory turn, such as double rewards points for the purchase of qualifying products.

***“We have roughly 600 members enrolled – that’s 600 people who are now more likely to order a faucet from us, because it gets them closer to a Disney vacation or a new set of golf clubs. And we don’t have to cut our prices to get the sale.”***  
— VP, Sales & Marketing

## RESULTS

By offering double points instead of their typical price reduction, the distributor's PVC pipe sales increased 40%!

