

Distributor rewards program earns 290% ROI and reduces costs by 80%!

CLIENT

One of the largest electric utilities in the United States, providing service to more than 4.2 million business and residential customers.

SITUATION

Owners of small to mid-sized restaurants were consistently choosing gas-powered cooking equipment despite the clear benefits of going electric. The utility company sought to convert those customers to electric appliances.

SOLUTION

Distributors earned points for selling and installing electrical equipment in new and existing restaurants.

Salespeople enrolled in the program kept tabs on their point awards by logging onto a customized reward web site. Using the site, powered by Incentive Solutions' RewardTrax technology, they could view point balances, shop the awards catalog, and easily redeem rewards.

Our full-service approach included the creation of communication materials to explain the program, create excitement, and motivate action among distributors.

One rep accumulated an impressive two million points and walked away with a classic grand piano! The winner of a new Jeep Grand Cherokee monitored her progress throughout the program as she worked toward her goal.

"We essentially hired a sales force of 100 people who were plugged into the industry without employing a single one," declared the utility's Food Services Division Manager.

RESULTS

290%
Return on investment

Doubled
annual goal for new equipment installations in only 6 months

80%
cost reduction

