

Reward Program Drives Margin Increase Year Over Year

One of the world's largest producers of energy efficient technologies, and a leading supplier of systems for power generation, transmission, and medical diagnosis.

They introduced a new quotation system and wanted customers to feel at ease and confident in using it. Naturally, they also wanted to increase brand awareness by taking back market share from competition and maintain current business as a way to drive profitability.

20%
Increase in Margin

32%
Increase in Sales

Solution

To drive channel partners into action, our incentive program rewarded them for performing quote activities in proper locations, and for submitting small orders containing at least one of the following promotional products:

- Assembled panel boards (lighting and power panels)
- Switchboards
- Modular metering

Onboarding included a robust campaign, complete with reference guides and videos that clearly demonstrated and explained the rules of the program and, most importantly, the rewards. The sales team personally introduced the program to their distributors, who also received a welcome/registration reminder email.

The second program was created as a gamified training program. This additional program let participants learn about exciting new products through training, and then show off their product knowledge by completing quizzes for points. A built-in leaderboard was a visual representation of bragging rights and fostered friendly competition amongst peers for staying abreast of new and important product information.

Results

32%

Increase in sales from participating distributors

20%

Increase in margin from participating distributors