

Electric Distributor Supercharges Sales with an Incentive Program

One of the largest electric utilities in the US, providing service to more than 4.2 million businesses and residential customers.

Owners of small and mid-sized restaurants were choosing gas-powered equipment despite the benefits of going electric. The client wanted those restaurants to flip the switch and move to electric.



290%

Return on Investment

80%

Reduced Costs



We essentially hired a sales force of 100 people who were plugged into the industry without employing a single one.

- Food Services
Division Manager

Solution

Distributors earned points in the program by selling and installing electrical equipment in restaurants.

We created a custom rewards site, where salespeople could log to view their points, shop the reward catalog, and redeem for the reward they wanted.

We also created communications to explain the program, drive adoption, and generate excitement with the target audience.

Results

290%

Return on Investment

80%

Cost Reduction

2x

Doubled annual new equipment goal in only 6 months