

Customer Reward Program Increases PVC Pipe Sales 40%

A national distributor supplying plumbing, heating, cooling, and electrical market segments reached out for help with their customer loyalty.

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

40%

Increase PVC Pipe Sales



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 prices to get the sale

- VP Sales & Marketing

Solution

They chose us because we're known for a strategic approach to customer loyalty, we have a variety of attractive rewards, and our programs are easy to administer.

Partnering with the client, we developed a flexible loyalty program that rewarded customers with points for meeting an annual volume threshold. The program offered a compelling value proposition, an appealing point structure, and a wide range of merchandise and travel rewards. The program was kept fresh by offering ongoing bonus points and special reward-earning opportunities.

The program also featured:

- Exciting custom reward options, like a trip to see the local NFL team.
- Bonus promotions designed to increase inventory turn – such as double points for purchasing qualifying products.

Results

40%

By offering double points instead of a standard price reduction, the distributor's PVC pipe sales increased 40%.