



## Dealer Reward Program Increases Warranty Registrations from 37% to 92%

### The Situation:

This global manufacturer of mobility products—including wheelchair-accessible vehicles and wheelchair lifts—turned to us to improve sales data collection. Dealers were submitting warranty registrations, but without one key piece of information: end-user email addresses. This made it difficult to contact end-users.

### The Solution:

Extu helped the manufacturer offer branded, reloadable debit card rewards. Whenever participants in the dealer reward program met the manufacturer’s goal, they earned funds on their reloadable card. The amount of rewards earned depending on two things:

- Warranty registration submission within two days of sale
- Inclusion of end-user email address

Every few days after the two-day window, dealers lost rewards. They also lost rewards for submissions missing a valid email address.

The reward structure incentivized dealers to :

- See end-user email address as a necessary part of sales
- Submit warranty registrations soon after point of sale

### Results

**95%**

of dealers and sales reps participated

**97%**

of participants reported preference for new program

**37 to 92%**

Warranty registration submissions complete with end-user email addresses increased