

# Apollo Vredestein accelerated user engagement to 100% with automated incentives.



## 360CaseStudy

### THE SCOPE

Apollo Tires Ltd is a highly trusted manufacturer, who goes to market under two global brands: Apollo and Vredestein. Vredestein historically catered primarily to B2B customers. However, with company growth, there was a need to expand sales channels, increase production and customer bases. One way to do this was to target B2C customers through promotions and special offers to accommodate their scaling business.

### THE CHALLENGE

A flexible promotions system was necessary, utilizing SaaS technology to enable centralization and management of multiple incentive promotions including Cashback/ Rebate, GWP (Gift with Purchase), segment promotions across countries and durations. For maximum participation successful ease of claim submissions, redemptions, and payment operations was also critical.

### THE SOLUTION

After a year of potential incentive management vendor discussions, Apollo Vredestein selected 360insights to implement a centralized, [automated consumer incentive management platform](#). Solution implementation included and enabled the following:

- All-encompassing Consumer Promotions module to run multiple discounts and special offers to targeted markets and track how these applied to the end users
- Full automation of promotion operations. Prior to partnering with 360insights Vredestein processed promotional claim submissions and redemptions manually which raised efficiency issues across customer reimbursement and reward pay outs
- Improved customer satisfaction through enhanced user experience promotions resulting in customer retention and growth
- Freed up valuable resources thanks to vendor reward automation and management that allowed Vredestein teams to focus on new initiatives to drive further customer success

### THE RESULT

Since implementing a robust automated solution to centralize incentive programs and effectively manage multiple rewards and reimbursements Vredestein has been able to drive end-user engagement, enhance brand presence and expand into new buyer markets including Media, Consumer and Small Independent Resellers. The platform's performance reports have also enabled Vredestein to identify dealers supporting their promotions and the engagement levels of both loyal and type of customers.



### AUTOMOTIVE AUTOMATED PLATFORM & CONSUMER PROMOTIONS

#### COMPANY

Apollo Vredestein

#### INDUSTRY

[Automotive - Tires](#)

#### BUSINESS OUTCOMES

- Consolidate User Experience
- Improve Experience
- Become Compliant
- Win Mindshare & Market Share

#### PRODUCTS USED

- [Consumer Cashback/Rebates](#)

### THE SUCCESS

100%

increase in user engagement



Expansion into new buyer markets



Time saving efficiencies

“Since using 360insights technology and services we have concluded that the business from loyal customers is far greater than the monetary cost associated with redemption. The cashback system operated is invaluable in terms of time saved on project management.”

**Mark Goldring**

Commercial Manager, Apollo Vredestein (UK)



ARE YOU ON THE RIGHT PLATFORM  
TO SUPPORT YOUR CHANNEL?



**360insights**  
how it all makes sense.