

Home Appliances Manufacturer Drives Customer Loyalty through Consumer Rebates Experience.

360CaseStudy

THE SCOPE

Renowned for their high quality and elegantly designed appliances, this brand wanted to continue to grow and thrive in a crowded marketplace and focus on being a trusted consumer brand.

Consumer facing rebates/cashback and gifts with purchase had long been integral to how the manufacturer goes to market, but the brand wanted to ensure their consumers had the best experience during the critical final phases of the purchase journey to reaffirm their brand selection and sustain loyalty.

THE CHALLENGE

The latest technology to operate and measure a remarkable consumer rebate/cashback experience - bolstered by top-notch support services - was essential. Excellent handling delivery, processing, customer care and fulfillment of the rebates/cashbacks were prerequisite.

The brand researched 'the latest technologies and managed services' that could truly work for them and selected 360insights to partner with. To quote: "We went to RFP because we're in a very social age and making sure we provide the best consumer experience is very important. We wanted the best partner who would provide the best service. It was also important to make sure we had the best technology. We felt we knew about all the technologies that were out there, but 360's rebate platform was unexpected - a step change in technology".

THE SOLUTION

360insights' continually evolving [consumer rebate platform](#) was utilized to deliver a customized, web-based application for consumers to enter their claims. The responsive design means providing a consistently optimized redemption experience, even for customers who want to apply for their rebate/cashback before they have left the store after purchase.

Customer support is handled live by 360insight support professionals - a team whose Net Promoter Score (NPS) consistently rivals or beats some of the world's top brands.

THE RESULT

High user feedback scores show the solution is delivering a rebates/cashback program the brand's consumers respect and that is reflective of their heritage and reputation in the marketplace.

Additionally, with the technology bringing centralization to facilitate and report multiple promotions on one software platform - rebates/cashbacks/co-op and other offers - all activity can be viewed holistically, in real time, enabling decisions to be made based on data points and with certainty across the organization.



CONSUMER DURABLES

CONSUMER REBATES / CASHBACK / PROMOTIONS

COMPANY

Renowned Home Appliances

INDUSTRY

[Consumer Durables - Appliances](#)

BUSINESS OUTCOMES

- Improve Experience
- Consolidate User Experience
- Measure Program Success

PRODUCTS USED

- [Consumer Rebates/Cashback](#)

THE SUCCESS



consumer feedback scores



single platform advantages

"The 360insights platform truly elevates the consumer's rebate experience and, by extension, how they feel about our brand. We really want to stay a trusted brand for the people and that's why it was so important to find a partner who could help deliver that."

Trade Marketing Manager



ARE YOU ON THE RIGHT PLATFORM
TO SUPPORT YOUR CHANNEL?



360insights
how it all makes sense.