

A top electrical distributor revolutionized their incentive strategy to achieve a **30% sales increase** globally and set new benchmarks with exceptional engagement.

THE SCOPE

The client, a leading provider of B2B distribution and logistics services, sought a consolidated strategy to engage their global sales team. They envisioned a system that could facilitate automated campaigns, assist in planning multi-tiered promotions, provide comprehensive reporting and offer an automated rewarding experience to their sales force.

THE CHALLENGE

The company had a history of independent incentive programs for salespeople and channel partners, managed individually by salespeople and managers. The challenge was to centralize these initiatives, provide a consistent rewarding experience, and offer comprehensive oversight and reporting. The objective was to change sales behavior and achieve key business metrics, including sales growth and customer network expansion.

THE SOLUTION

HMI ([now part of 360insights](#)), teamed up with the client to create a program that would help the marketing team easily make, run, promote, and track incentive campaigns. By handling many campaigns at once, it allowed the team to reach different groups and use fun games to get the global sales team involved. The [platform](#) provided detailed reports to see how effective the campaigns were.

To increase engagement and participation, various gamification campaigns were introduced, like “Break the Bank,” a race to use special deals, “Learn and Earn” learning activities, and exciting “Spin to Win” games. Salespeople could give points for good work, thanks to managers and vendors rewarding standout achievements. These unique and varied methods kept the sales team motivated and focused on the company’s goals.

THE RESULT

The program was a roaring success, with over 4,500 salespeople from 45 countries joining. There was a 30% increase in sales during the campaign period, with 1,387 campaigns successfully deployed globally. The client also enjoyed a 41% email open rate, almost double the industry average, with gamification emails achieving more than 80% open rates.



360CaseStudy



CONSUMER DURABLES

B2B POINTS BASED, GAMIFICATION & ENGAGEMENT PROGRAM

COMPANY

Distribution and Logistics Service Provider

INDUSTRY

[Electrical](#)

BUSINESS OUTCOMES

- Increase Sales
- Improve Experience
- Increase Engagement

PRODUCTS USED

- [Incentives & Rewards](#)
- [Gamification](#)

THE SUCCESS

30%

sales increased during the campaign period

4,500+

salespeople joined from 45 countries

1,387%

campaigns successfully rolled out globally

80%

email open rate for gamification emails

“The collaboration and creative insights helped us build a highly successful Rewards Program. This work will drive customer loyalty and success in our company for years to come.”

Program Stakeholder



ARE YOU ON THE RIGHT PLATFORM TO SUPPORT YOUR CHANNEL?



360insights
how it all makes sense.