

This worldwide incentive strategy achieved a 300% ROI through rewarding key performance, training and education of dealers, which boosted sales and elevated their business model.

THE SCOPE

A Fortune 100 leader, engaged in the manufacturing and financing of construction and mining equipment, required a solution to bolster their existing business model with incentives. The objective was to boost loyalty, sales, cross-selling, and engagement across multiple audiences and cultures.

THE CHALLENGE

The company's primary challenge was designing a global incentive program that would appeal across various demographics, cultures, and motivations. The program also had to resonate with different layers of audience members inherent to the client's go-to-market strategy.

THE SOLUTION

HMI ([now part of 360insights](#)), implemented a comprehensive global strategy that targeted dealer sales personnel with a variety of rewards for achieving key performance indicators. The strategy included rewards for creating contracts, cross-selling client-supplied bundles, and referral bonuses. [Training modules](#) were also offered in tandem with the program to improve financing knowledge among sales personnel. Customized over 60 countries, the program featured segmented campaigns, an [online rewards platform](#), tailored dealer leaderboards, and participant feedback mechanisms.

THE RESULT

The program led to 85% global enrolment among potential enrollees, 52% global engagement among enrolled participants, and up to 300% ROI over five years. Domestically, there was a 25% increase in U.S. deals, and globally, there was a 22% increase in deals made with the client.



360CaseStudy



CONSUMER DURABLES

INCENTIVES & REWARDS AND TRAINING PROGRAM

COMPANY

Global Construction & Mining Manufacturer

INDUSTRY

[Construction Finance](#)

BUSINESS OUTCOMES

- Increase Loyalty
- Increase Sales
- Increase Engagement
- Educate and Reward

PRODUCTS USED

- [Incentives & Rewards](#)
- [Incentivized Learning](#)

THE SUCCESS

300%

ROI over 5 years

25%

increase in U.S. deals

22%

increase in global deals

“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.