

# Danby managed 1,500 partners with SPIFF program technology.



## 360CaseStudy

### THE SCOPE

In the ever-competitive appliance market, with a consumer base that is well informed as they progress through the buyer's journey and divided net sales across new purchases and replacement purchases, the race to capture buyers is always top of mind for Danby.

With over 75 years of history, through innovative yet functional designs, Danby has made a name for itself for products 'designed for small space living'. However, they wanted to optimize sales further and increase ROI for activities into the channel supporting sales growth. They realized to do this, they needed to motivate their sales ecosystem in a meaningful way.

### THE CHALLENGE

To achieve success Danby needed the right incentive programs and the right incentive partner. They came to 360insights attracted by the truly integrated [SaaS \(software-as-a-service\) channel incentive management solution](#) available. This offered them flexibility to manage various incentives and a viewpoint to understand how and where incentive allocation spend was being utilized for optimum effect.

### THE SOLUTION

The team at 360insights helped Danby think through channel strategies to identify the right tactics. Mechanics that would amplify their sales operations throughout their complex sales ecosystem, along with ways to maximise revenue and create connections between their channel and brand.

Together 360insights and Danby decided to implement a strategic [SPIFF program](#) that has the ability to drive behaviors that create sustainable increases in sales. The solution also pays out incentive rewards quickly and accurately, offers best-in-class participant support and data insights to keep Danby leadership informed of sales performance and program investment.

### THE RESULT

Not only has the implemented SPIFF program increased sales, but the incentive strategy has helped Danby move forward with their overall digital transformation, offering sales channels a significantly improved user experience (UX/UI) with in turn has created deeper connections and brand loyalty.

Furthermore, whenever the sales representatives encounter any challenges or issues, 360insights services support provides timely solutions and excellent customer assistance – each and every time. This combination of proven SPIFF program technology and support services has enabled Danby to optimize their incentive sales performance and program ROI.



### CONSUMER DURABLES SALES INCENTIVES

#### COMPANY

Danby

#### INDUSTRY

[Consumer Durables – Appliances](#)

#### BUSINESS OUTCOMES

- Increase Sales
- Win Mindshare & Market Share
- Improve Experience

#### PRODUCTS USED

- [Incentives and Rewards](#)

#### THE SUCCESS

**1,500**

active US/Canadian partners

**6,000**

annual spiff claims

**++**

UX & sales

We use 360insights for our SPIFF program because the website and services are very end-user friendly. Their support/customer service is also exceptional.

*Sales Support Analyst*  
Danby Appliances



ARE YOU ON THE RIGHT PLATFORM  
TO SUPPORT YOUR CHANNEL?



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