

This global manufacturer modernized and streamlined their outdated points reward program, to launch an efficient automated system, **increasing revenue by 200%.**

360CaseStudy

THE SCOPE

A global manufacturer of HVAC parts and supplies wanted to overhaul their dated rewards program. They wanted to increase participant engagement and encourage redemption by implementing an innovative points system that was streamlined and more automated. This strategic pivot was intended to align their program with modern customer expectations and technological advancements.

THE CHALLENGE

The manufacturer's previous rewards program faced significant hurdles due to its reliance on manual point logging, which proved cumbersome and deterred customers from participating fully. This resulted in weak engagement levels, as participants found the process tedious and time-consuming. The company needed a more efficient, automated system to streamline participation, enhance engagement, and significantly boost online sales.

THE SOLUTION

HMI ([now part of 360insights](#)) kicked the program rehaul process by identifying the pain points of the old system. This involved gathering feedback from customers who found the traditional point-logging process complicated and time-consuming, leading to low levels of engagement. Understanding these challenges, the team crafted a strategic plan to overhaul the system.

The first step was the design of an [automated points program](#). This new system would simplify how customers could earn and redeem their points, making it a hassle-free experience. With [our technology](#), the new program allowed points to be automatically awarded, which eliminated the need for manual tracking and significantly increased convenience for participants.

Additionally, a series of engaging [email campaigns](#) and marketing tactics, such as teaser emails and regular updates were implemented. This comprehensive communication strategy ensured customers were well-informed and encouraged to participate. The transformation was not just about technology but also about improving the overall customer experience. The result was a streamlined, efficient rewards program that aligned with the modern consumer's expectations and significantly boosted customer engagement and sales.

THE RESULT

The revamped rewards program proved to be a game-changer for the HVAC manufacturer. With a new automated system, customer participation increased significantly, resulting in improved sales and loyalty. The 43% sign-up rate and 200% revenue boost highlighted the program's success. In addition, 90% of users showed a higher likelihood of purchasing online. Program emails had high open rates, indicating strong interest and engagement. By focusing on customer needs and making participation easier, the manufacturer not only simplified the process but also modernized it to meet today's digital expectations, leading to outstanding business outcomes.



CONSUMER DURABLES POINTS REWARDS PROGRAM

COMPANY

Global HVAC Manufacturer

INDUSTRY

[HVAC](#)

BUSINESS OUTCOMES

- Increase Experience
- Increase Engagement
- Increase Sales

PRODUCTS USED

- [Incentives & Rewards](#)

THE SUCCESS

200%

increased revenue from active customers

43%

successful sign-ups

90%

users likely to buy online

"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.