

Hoover grew sales performance 270% with points based reward incentives.



360CaseStudy

THE SCOPE

Iconic household appliance brand, Hoover, are renowned for making quality washing machines, tumble dryers, dishwashers, fridge freezers and vacuums.

In their highly saturated consumer appliance market, they recognized the need for a new initiative to remain as market leader, compete for brand mindshare and motivate sales follow-through.

THE CHALLENGE

Something different to what they had done previously was needed and something different to what their competitors were offering resellers was required. At the time, Hoover understood that no one else in their space was offering an incentive to independent retailers to target enhanced brand alignment and sales performance.

THE SOLUTION

Working with 360insights Hoover implemented an [online B2B sales points-banking incentive and rewards program](#) called Hoover PowerPoints.

- **The program utilizes:** self-claim automated forms with upload proof of sales on 100+ Hoover SKUs. On approval of the submitted SKU sales, Hoover PowerPoints are allocated to the retailers. Different SKUs have different points values based on the percentage of wholesale values.
- **To maximize engagement:** additional tactical promotions are periodically introduced including double point offers on specific SKU sales or bonus points for retailers to 'refer a business friend' with subsequent onboard of new business.

Retailers can redeem accumulated points individually in the program's online catalog or put the points towards a further internally run incentive to encourage other employees to generate sales. Either way the online catalog offers points redemption for merchandise and products.

Registrations at the time of program implementation were managed by Hoover's Regional Business Managers who were rewarded with e-thank you cards each time they onboarded an independent retailer to the PowerPoints program; and this ecard was also loaded with points the Managers could spend on rewards in the online catalog.

THE RESULT

Focusing and working with independent retailers proved to be a successful incentive initiative for Hoover. By exclusively launching Hoover PowerPoints into a target, of independent retail stores, Hoover could provide attention to this audience which was rewarded by reseller loyalty, brand focus and ultimately a sales uplift.

Hoover realized 70% active users, 270% increase in sales logged and 67% reward redemptions rate. The 'refer a business friend' mechanic also worked well with 112% increase in submission YOY.



CONSUMER DURABLES RETAILER SALES INCENTIVE

COMPANY

Hoover

INDUSTRY

[Consumer Durables – Home Appliances](#)

BUSINESS OUTCOMES

- Increase Sales
- Increase Loyalty
- Win Mindshare & Market Share
- Increase Engagement

PRODUCTS USED

- [SPIFF](#)
- [Incentives and Rewards](#)

THE SUCCESS

270%

increase in sales logged

112%

increase in 'refer a business friend'

70%

active users

“The pull of receiving desirable rewards for focusing on Hoover Products saw a significant increase in brand loyalty and in turn sales.”

Hoover



ARE YOU ON THE RIGHT PLATFORM
TO SUPPORT YOUR CHANNEL?



360insights
how it all makes sense.