

Successfully bridged communication gaps with sales and MFG reps through a gamified incentive program, exceeding sales goals by over 100% and achieving a **750% ROI**.

360CaseStudy

THE SCOPE

A prominent national power management company wanted to bridge a communication gap with their salespeople and MFG reps. Their primary objectives were to drive stock business, increase inventory turns at the distributor level, and gather valuable data to formulate a customer database.

THE CHALLENGE

Despite being a large national company, the client struggled with engaging their target audience due to infrequent contact. They needed a program that could span multiple layers of distribution within a fixed budget while maintaining a high level of engagement. Their key aim was to change the behavior of their sales representatives and MFG reps, encouraging them to increase sales.

THE SOLUTION

HMI ([now part of 360insights](#)), developed a short-term promotional program that utilized manufacturer reps to communicate through the distribution channel. The promotion centered around a [gamification](#) sweepstakes, rewarding participants for their sales. Every sale provided an opportunity to win an instant prize every fortnight and a chance at a monthly grand prize.

The program made it easier for the reps to communicate by providing an [electronic promotional kit](#) to aid in connecting with the distributors and enrolling their counter salespeople. Reward opportunities involved Spin-to-Win and Sweepstakes, and additional chances to earn extra spin codes and entries. This collaborative strategy, enhanced engagement and remarkably increased sales.

THE RESULT

The program delivered electrifying results, as it outperformed the original sales goal by over 100%, achieving more than \$24 million in sales compared to the initial target of \$10 million. It also amassed a significant database with 2,415 counter salespeople enrolled, resulting in a total of 26,588 individual claims. Half of the enrolled salespeople entered multiple claims throughout the campaign. 4,625 spin codes were distributed, and 5,000 rewards handed out. The program boasted a staggering ROI of over 750% and was awarded the Dealer Distributor Award by the IMA Excellence Awards. The participatory feedback showed significant satisfaction, with 90% finding campaign communications timely, 87% finding participation rewarding, and 82% finding the claims website user-friendly.



CONSUMER DURABLES GAMIFIED INCENTIVE PROGRAM

COMPANY

Power Management Company

INDUSTRY

[Electrical](#)

BUSINESS OUTCOMES

- Increase Engagement
- Increase Sales
- Measure Program Success

PRODUCTS USED

- [Incentives & Rewards](#)
- [Gamification](#)
- [Program Engagement](#)
- [Creative Services](#)

THE SUCCESS

\$24M+
million achieved

750%
return on investment

26,588
individual claims made

“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.