



EMPLOYEE RECOGNITION CASE STUDY

A case of two few moving parts

When one of the world's largest original equipment auto parts manufacturers wanted to move volume of two key aftermarket products, they made the move to Augeo.



Challenge

With an ever increasing number of vehicles on the road, this OEM auto parts giant is focused on growing their aftermarket parts business. Augeo knew the fast road to success was to engage warehouse distributor salespeople—the critical cog in the sales channel wheel.

Solution

We created a program that made it easy for counterperson to participate and be rewarded for selling the targeted products.

○ Results

Planned as a six-month pilot, the positive results have led to a decision to expand the program to encompass all products, all year long.

By the numbers

1,000+

warehouse distributor salespeople enrolled

3-5%

of all target product volume moved through the program in six months

24%

of enrollees have engaged with the website over nine times and 13% over 25 times

“

“The latest enhancements to our program make it simple to get on board with this program when our customers purchase and install our First Time Fit products.”

-Senior Manager, Marketing and Product Management Group

augeo

Talk to our experts to see how Augeo can grow your business

augeomarketing.com | 651.917.9143 | info@augeomarketing.com