



CHANNEL LOYALTY CASE STUDY

Investing in contractors

Augeo facilitates a loyalty program that rewards professionals for their purchases and their customer's purchases. The rewards program shows that the company thinks about professionals not just within the context of their flooring business, but as people too.



Challenge

Help their Professional Customer Base (contractors) grow their business.

Solution

Augeo launched a points-based loyalty program that rewards professional contractors for both their own and their customers' purchases, while also providing access to exclusive business savings and value-added services.



Results

Proven that 6 months post-enrollment, the average contractor has increased spend in-store up to 30%.

The notion that only cash-back incentives creates loyalty has been effectively disproven. Our client's strong emphasis on awards and experiences versus cash has cemented stronger relationships with the contractor base through shared stories of family cruises, concerts, sporting events, home theaters and more.

By the numbers

61k

contractors currently enrolled in program

54M

points redeemed to-date, representing 12% of total points earned

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