



CHANNEL LOYALTY CASE STUDY

Driving channel sales growth through effective incentives

A privately-held information technology company headquartered in Baar, Switzerland, who sells products and services through 11,000 resellers worldwide, reached out to Augeo to enhance the effectiveness and efficiency of their primary channel sales incentive programs.



○ Challenge

Enhancing program effectiveness and increasing partner satisfaction

Our client's PartnerPerks and Champion programs are channel sales programs designed to drive revenue growth. Program objectives include sales growth targets as well as sales-based engagement and advancement activities that drive toward client and channel partner sales growth success.

Specific program objectives include:

- Increase sales growth for our client and its channel partners
- Increase reach and utilization
- Drive engagement and share of mind for both channel partners and sales representatives
- Improve satisfaction with our client's offerings and programs

○ Solution

Augeo has evolved the programs through implementation of a measurable performance improvement strategy, the launch of a state-of-the-art, global recognition, incentive and reward platform, and a comprehensive points-based merchandise and experiential award offering.



Results

2019 saw significant program developments which maximized impact, including:

Redesign

Program structure changed from a role-based focus to a partner-tiered basis to better align program management

Expansion

The introduction of a new program to address the needs of key strategic business partners and national accounts

Reporting

Development and introduction of a KPI dashboard enabling real-time oversight/insight into account activity, promotions and program efficacy

New applications

Proprietary Learn and Earn app to complement an existing certification and training effort

Gamification app (Spin and Win) enabling personalized recognition of program members

By the numbers

\$4M

increase in incremental sales growth attributed to the program

10%

increase in program utilization

91%

of customers are completely satisfied and would recommend the vendor to their friends and colleagues

13k

new members enrolled; an average of 70 new members added monthly