

Channel Loyalty

New incentives elevate sales by \$4M

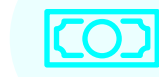
Augeo enhances the effectiveness and efficiency of a privately-held information technology company's primary channel sales incentive programs.

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\$4M

increase in sales



10%

increase in program utilization

91%

satisfaction rate among customers



13k

new enrollees

Our program strategy evolved through the 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.

The program structure changed from a role-based focus to a partner-tiered basis to better align with organizational goals for growth.

