



## Case Study Technology

A top networking and communication device company wanted to take the next step with their partner engagement programme. They aimed to build partner loyalty, so strengthening that programme was key.

## Challenge

Build partner loyalty by providing incentives to learn about and sell more products, and upgrade older equipment.

## Solution

BI WORLDWIDE introduced the dynamic rewards platform, AwardperQs®. Instead of the traditional approach—where partners are rewarded for every sale—the number of eligible products were reduced and payouts were increased to focus partners on selling key products and solutions.

## Results

sales  
**15+%**  
eligible  
product  
sales



eligible  
product sales  
**203+%**



Enrolled and claiming partners increased quarter-on-quarter sales of eligible products by 15%. In comparison to their non-enrolled counterparts, they boosted eligible product sales by 203% from 10.5 times greater to 31.8 times greater.

