



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

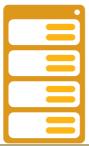
Build partner loyalty by providing incentives to learn about and sell more products, and upgrade older equipment.

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 eligible product sales eligible



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

