

Case Study Telecommunications

When this leading telecommunications company wanted to create a highly exclusive incentive event to inspire its EMEA distributors to drive business, they engaged BI WORLDWIDE.

Challenge

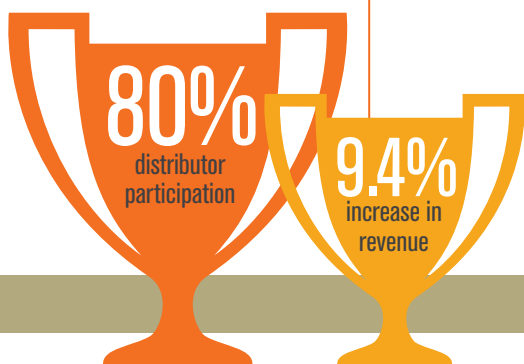
Improve relationships with first-tier distributors, increase incremental revenue and engage and motivate the sales force to raise their performance.

Solution

BI WORLDWIDE designed a six-month programme based around Formula One. Distributors competed against others of a similar size to earn exclusive use of an apartment over the start/finish line in Monte Carlo during the Monaco Grand Prix. The reward included exclusive dining options and privately chartered boats and helicopters to transport guests, making it a true once-in-a-lifetime experience.

Results

The incentive was a resounding success with a 9.4% increase in like-for-like revenue and significantly strengthened relationships with first-tier distributors. Over 80% of EMEA distributors participated on the programme.



“The figures speak for themselves, with an astounding increase in revenue generated over the course of the programme. The response to the brief was a highly creative programme. Meticulous planning and management resulted in a smoothly-run, highly motivational event.” **EMEA Channel Development Manager**

