

Case Study Technology

When a global technology client wanted to incrementally increase sales across an EMEA sales channel, BI WORLDWIDE was appointed to deliver a measurable result.

Challenge

The programme objectives were to increase sales, develop and enhance the knowledge of the sales channel, and influence behaviour, ensuring the client's products are front-of-mind in conversations with end-customers in a very competitive marketplace.

Solution

BI WORLDWIDE delivered an on-going incentive programme which spans both enterprise and client business units across many product areas. Developing a fully automated, web-enabled incentive platform to measure, reward, educate and communicate with reseller sales teams.

The solution was complemented with a comprehensive communication campaign including; 'event in a box' launch packs to engage the sales floor, a dedicated website to communicate with and measure performance of participants, a digital communications strategy (which includes acquisition of new participants), performance-related communications and newsletters.

Results

The programme demonstrated an increase in sales performance within various product areas across the EMEA regions within six months. Eight out of the nine product-related campaigns generated a positive ROI. There is a continued increase in participation and engagement with communications; the incentive campaign generates a higher email open rate than the client's other email communications.

