

All Digital Rewards

HOW TO OFFER THE RIGHT PANEL INCENTIVES WITH GREAT ROI Case Study

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CHALLENGE

No matter how popular your panel is, if you can't create an incentive program in a cost-effective manner then you just won't make a good return on your investment. When your manufacturing facility is not producing the profit margins that you desire you'll need to look around for some ideas that make sense to improve your channel sales along with survey employees and channel partners to inquire what you can do to make sure they feel valued.

At All Digital Rewards (ADR), a large automobile manufacturer came to us with this problem in hand. They wanted to eliminate cash/check reward incentives survey rewards to their dealerships and to create a program that would allow better education and communication between the managers and sales' teams. ADR helped them do just that and more.

SOLUTION

By leveraging ResearchSTACK™ a research reward management platform, the automobile manufacturer was able to utilize a web-based loyalty reward solution that allowed Sales Managers to create incentive programs by a dealer for product sold and follow up with an automated survey immediately after the sale. With the Reward WIZARD API, we provided a single point of integration to their existing system asset that connected directly to our extensive incentive offering now allowing the manufacturer to now seamlessly offer more than just checks as an incentive and were able to add a Visa prepaid card. Not only that but since the program accounted for product sales in the channel, incentive programs could be stopped and started each month, it could easily be determined if an inventory reduction program needed to be deployed in a particular region and craft the survey and the incentive to that particular customer.

With the start of the second training phase, the program was able to move beyond the sales team and assist with the communication between several other departments, including service, parts, and financial & insurance (F&I). By assimilating all the team members associated with the sale of a vehicle and parts for that vehicle into the loyalty program, each person became a brand ambassador thus increasing the survey knowledge base for all concerned.



RESULT

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