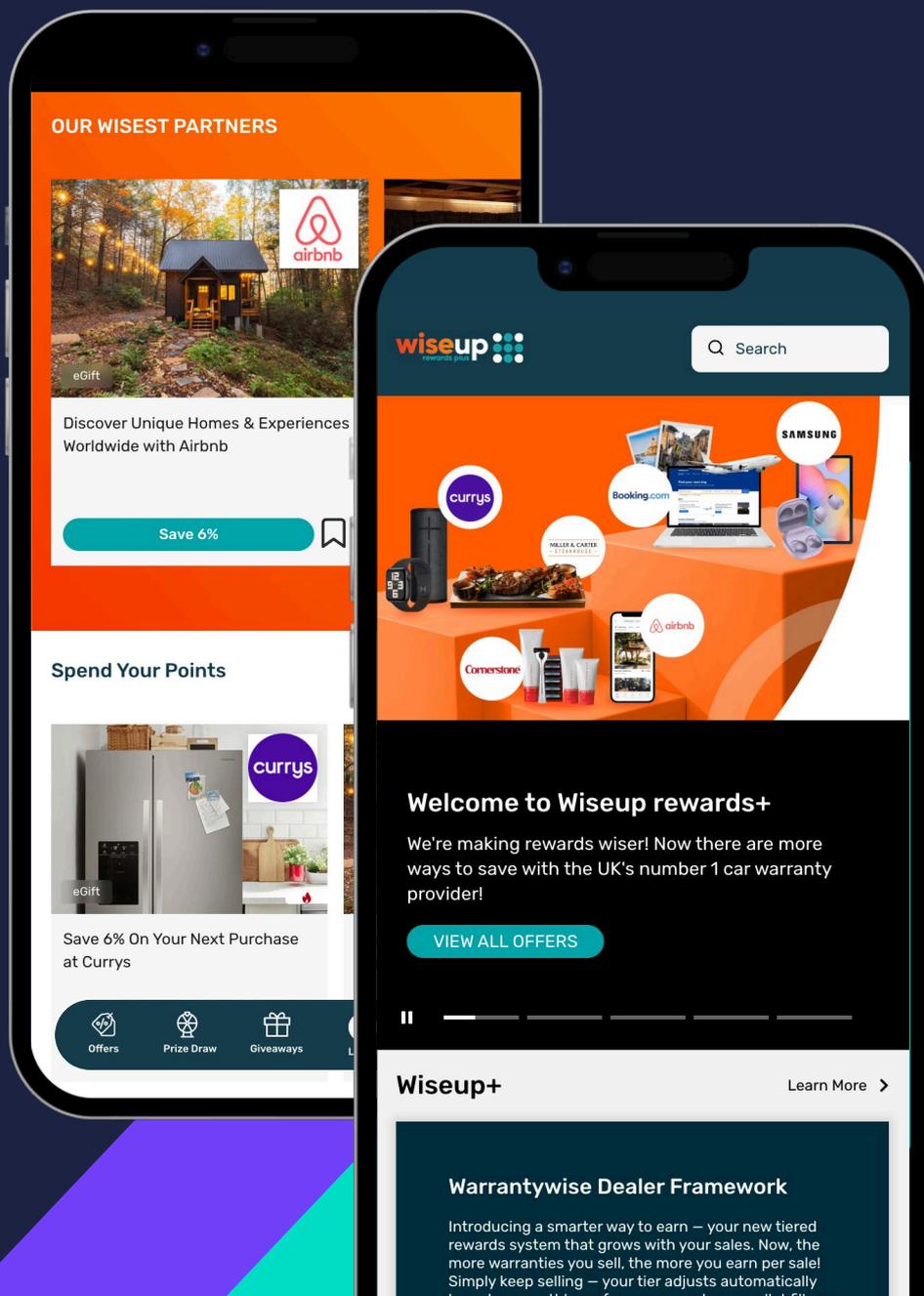




# The Loyalty Programme Behind Warrantywise's 8-Figure Revenue Boost



# Introduction

Warrantywise, the UK's leading third-party used car warranty provider selected Propello Cloud to overhaul their B2B rewards programme, with objectives of increasing engagement across their dealer network and driving revenue growth through increased warranty sales.

## Warrantywise's incumbent B2B rewards programme faced several challenges:

- Poor User Experience.
- Manual administration.
- Complex redemption processes.
- Limited visibility of reward tracking.

In addition to these issues, Warrantywise was constrained by a rigid "off-the-shelf" platform that lacked the adaptability needed to run custom campaigns or drive dealer engagement. Without proactive support from the previous supplier, the internal teams lost time managing manual processes (such as monthly data uploads and troubleshooting platform issues), which placed unnecessary strain on resources and limited growth potential.

These challenges ultimately hindered Warrantywise's ability to drive dealer engagement at scale and generate sustainable channel revenue. To address these barriers, Warrantywise partnered with Propello Cloud to design and deliver a performance-based rewards solution aligned seamlessly with their commercial goals and high service standards.

## Our partnership quickly delivered tangible improvements, including:

- Reduced operational overhead.
- 23,000 warranties sold in the first six months (driving an eight-figure boost in revenue).
- An improved platform experience.

This case study explores Warrantywise's B2B loyalty strategy, its impact on dealer engagement and monthly sales targets, and how it achieved conversion rates well above industry averages.

## Warrantywise's Dealer Framework

Introducing a smarter way to earn – your new tiered rewards system that grows with your sales. Now, the more warranties you sell, the more you earn per sale! Simply keep selling – your tier adjusts automatically based on monthly performance, and your wallet fills up faster the higher you go. Sell more, earn more – it's that simple.

# Warrantywise



# The Warrantywise Story

Since 2000, Warrantywise has been a trusted provider of extended car warranties, bringing peace of mind to over one million customers, either directly or through its network of more than 3,000 dealerships. Warrantywise’s vision to redefine the value and importance of used car warranties has made it the driving force behind keeping motorists moving and protected from unexpected costs where it matters most.

**Their success stems from:**

- Partnering with a wide network of dealerships.
- Seamless integration of various warranty products.
- Committing to match price and cover.
- Proactively supporting the servicing, maintenance, and repair of customer vehicles.

## Providing car dealers with the UK's best car warranty for over 25 years.

Proud winner of the Car Dealer Power awards 'Warranty Provider of the Year' 5 years in a row. Give your customers the confidence to buy used.

[Existing dealers](#) [Register now](#)

Our customers say **Excellent** 4.5 out of 5 based on 11,893 reviews

# Reward Programme Challenges

Despite a strong service and product offering, Warrantywise struggled with a limited rewards programme that failed to drive dealer engagement and performance – and the incumbent supplier was closing down. At the same time, the direct-to-consumer rewards programme needed a major review. Warrantywise needed a single solution and trusted provider to strengthen a key part of their value proposition and unlock new revenue opportunities across dealerships and end users.

**Warrantywise faced several challenges across both B2C and B2B reward platforms:**

- Poor User Experience (UX)**
- Complex Reward Redemption Process**
- Manual Overheads**
- Poor Tech Support**
- Limited Dealer Incentive & Motivation**
- Restricted Partner Revenue**

# B2B Reward Programme

## Key Objectives

Warrantywise set several objectives for their dealerships:

- ➔ Drive higher sales performance across key partner networks.
- ➔ Incentivise frontline dealers to consistently promote priority products.
- ➔ Increase customer engagement and conversion through value-added incentives.
- ➔ Align rewards strategy with core commercial growth targets.

## How Propello Responded

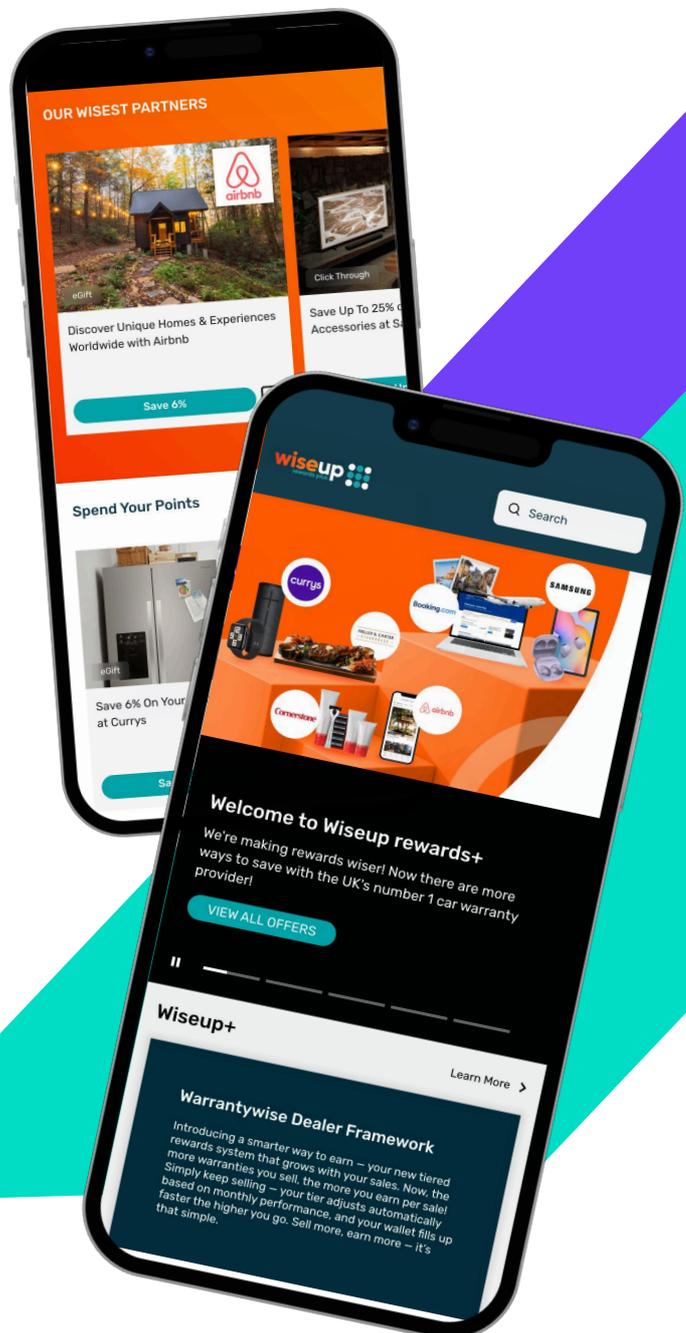
Warrantywise partnered with Propello Cloud to develop, build and deliver a powerful, performance-driven incentive programme. From day one we focussed on understanding our partner’s business goals and aligning our efforts with their vision of an ideal programme.

We started with a highly collaborative onboarding process, with Propello Cloud acting as an extension of Warrantywise’s team. Our customer service specialists handled dealer support, proactively resolved issues, and freed up internal resources for Warrantywise to focus on other business priorities.

Meanwhile, our platform delivered a smoother, more scalable dealer rewards experience, underpinned by consistent operational support. The initial phase centred on building strong foundations, including:

- ➔ Detailed campaign planning and seasonal strategy development.
- ➔ Custom sales-driven campaign mechanics for the dealer network.
- ➔ Technical scoping for platform customisation.
- ➔ Bespoke communication design and engagement tactics.

A phased rollout allowed us to focus fully on each element of the rewards platform, ensuring we fulfilled Warrantywise’s objectives for the dealerships, before moving onto the end user experience. After successfully launching the dealer programme, we expanded the platform to the B2C audience, introducing a carefully designed referral campaign with tailored incentives and targeted communications.



# The Outcome:

Since the Propello Cloud rewards programme operates on two distinct levels, it delivers value across Warrantywise's entire business ecosystem.

For dealers, the platform provides a dedicated space where rewards are directly tied to performance, incentivising consistent upselling of extended warranties and add-ons. Dealer response to the new platform has been overwhelmingly positive. Many highlight the significantly improved look and feel, along with the ease of accessing discounts, even with low or unspent credits. A constant value offer in the programme helps maintain dealer engagement at every stage of performance.

Meanwhile, for end customers purchasing used car warranties, they gain immediate access to their own rewards platform, which enhances Warrantywise's overall value proposition and increases brand loyalty.

Internally, the dual rewards strategy drives major operational improvements. Redemptions are faster and smoother, whilst manual overheads are mitigated. With fewer administrative burdens, Warrantywise's internal teams are no longer held back from other business objectives.

Overall, the rewards platform has delivered improved performance, enhanced user experience, and notably higher engagement rates across both the dealer and customer segments.

Over  
**23,000**  
**WARRANTY SALES**  
recorded since programme launch

Generated  
**8 FIGURE REVENUE**  
for the business

Conditional rewards  
**ACTIVATED EVERY**  
**FOURTH SALE**  
increased dealer upsell activity

**200K**  
value of dealer rewards issued  
based on sales performance

**SIGNIFICANT**  
**REDUCTION**  
in manual processes and improved  
platform performance

# The Outcome:

## Warrantywise

"The new rewards platform from Propello has been a game-changer. It's given us the ability to motivate our dealers with clear, achievable goals while streamlining internal processes. The platform is intuitive, responsive, and has transformed how we engage our network, resulting in a measurable boost in incremental warranty sales and programme participation. It's important to mention the team at Propello, they're proactively creative, forward thinking and a huge asset to our programme."



**George Puddephatt**

Channel Marketing Manager  
Warrantywise

## propello

"Warrantywise set out to build more than just a rewards programme—they wanted to create a high-performing sales engine that truly empowered their dealer network. Together, we've delivered a seamless, scalable solution that drives real behaviour change. By aligning incentives to performance and simplifying the experience, we've helped Warrantywise exceed commercial targets and build stronger partner relationships."



**Mark Camp**

Founder & CEO  
Propello Cloud



Contact us today for a quick 20 minute demo

[Book a demo >](#)



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