



CASE STUDY

Reseller Channel Program

Boost sales and build loyalty with the people who drive your business

Pioneer Mobile Entertainment Group was looking for a solution to increase sales while building loyalty with their reseller channel partners. Resellers targeted included large multi-brand retail chains. Pioneer wanted reseller staff to feel confident in recommending Pioneer mobile entertainment products over competing brand products and in return, reward them for their support.

In the past, Pioneer had utilised other incentive companies who were unable to provide timely reward delivery. Pioneer were hesitant to engage the services of another firm, however 212F assured Pioneer that we were determined to deliver a unique and productive program that would strengthen their brand power. To provide further assurances to Pioneer we also provided referral details from a number of our current clients.

PROGRAM OBJECTIVES:

- Increase sales growth
- Ensure Pioneer products are kept front of mind
- Strengthen brand loyalty
- Provide efficient reward delivery

Put simply, the more Pioneer products they sold – the more dollars the reseller had to enjoy!

212F worked with Pioneer to develop the “Super Charged Rewards” Program whereby reseller staff had the opportunity to earn points for the sale of every eligible Pioneer mobile entertainment product throughout the program period. At the end of each month, points were converted to monetary funds and loaded onto each participant’s personalised Pioneer fully branded Visa prepaid card.

The Pioneer fully branded Visa prepaid card provided participants with endless possibilities to spend their hard earned dollars on any reward they wanted – anywhere in the world Visa prepaid is accepted. Providing the ultimate in choice, resellers could use their card to purchase petrol, get that set of golf clubs they always wanted, or even book a luxury holiday escape!

To ensure maximum buy-in and engagement, 212F designed a fully customised and branded Pioneer Super Charged Rewards program website to communicate with the target audience. The website was available for use 24/7 and provided the program participants with all program information at their fingertips. This included online sales registration, eligible product listings, individual point summaries and a link to their Visa prepaid card balance. In addition to the website, the program was supported with an ongoing teaser campaign incorporating SMS to maintain engagement and communication.

“Communication is the key”

To participate in the program, resellers were required to register online. This process provided Pioneer with invaluable data capture on individual reseller staff that they had not had prior access to. As a result, Pioneer now has a strong database to communicate future promotions and is able to market directly with the reseller floor staff.

To further drive the program, the Pioneer sales team were provided with extensive training and support, giving them the confidence to promote the program at the ground level.

Due to previous program shortcomings, there was initial hesitation and scepticism from resellers to participate. However over time, with regular program communication and efficient reward execution, 212F were able to assist Pioneer in increasing participation levels and engagement.

“The best reward program I have ever participated in!”

212F undertook informal telephone research on program participants and feedback on the program was overwhelmingly positive.

One participant who had been in the industry for many years and had participated in “hundreds of programs like this” claimed that the Pioneer Super Charged Program was “the best reward program I have ever participated in!” Further feedback suggested that the reward structure of cash was very well received given the current economic climate.

“Our Pioneer fully branded Visa prepaid card has made a significant improvement in our ability to deliver a highly desirable reward to our retail partners’ staff”

JO BOTTERO
Marketing Communications Manager, Pioneer Electronics Australia

Due to the impressive sales growth and program participation, Pioneer has engaged 212F to further develop the program and introduce an online education component. Reseller staff will soon be able to complete online learning modules incorporating Pioneer product knowledge. This feature will further engage participants and ensure they are knowledgeable on Pioneer products and developments – in turn, encouraging them to feel confident in selling Pioneer products on the shop floor.

LET US HELP YOU DRIVE SALES & BOOST LOYALTY!

212F are the experts when it comes to designing channel incentive solutions that help you drive sales, build loyalty and engage your agents, dealers, distributors, resellers and customers that move and use your products. We have years of experience in delivering successful programs designed to support various distribution models that boost your sales, gain customer insight and market directly to your partners and end-users.

BENEFITS OF A CHANNEL INCENTIVE SOLUTION:

- **Boost channel sales revenue**
- **Improve profit margins**
- **Increase customer loyalty and “share of wallet”**
- **Identify and engage product end-users**
- **Establish competitive differentiation**
- **Acquire and retain customers**
- **Gather valuable customer data**
- **Strengthen relationships with agents, dealers, distributors, resellers and customers**

For more information on how 212F can design a channel sales incentive or customer loyalty program that delivers outstanding results for you, contact us now!



212F PTY LTD
Melbourne: (03) 8620 7820
Sydney: (02) 8572 8888

www.2one2f.com

The issuer of the card is Heritage Building Society Limited
ABN 32 087 652 024, AFSL No. 240984.

