



Case Study

Client success story:  
**Samsung Smart Life**

Industry:  
**Retail**

Budget:  
**R100+million**

Program Type:  
**Sales and channel  
incentive solutions**

Participants:  
**9000**

# Achieving 13.5% YOY growth for a consumer electronics brand.

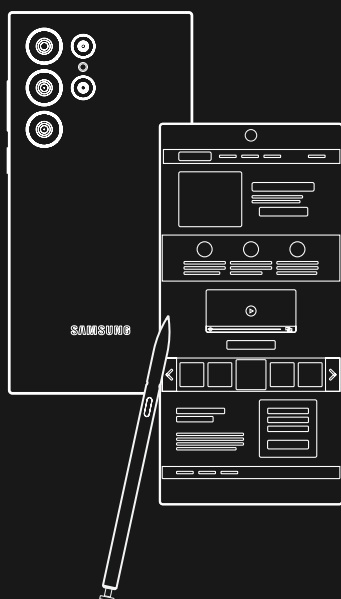
By applying human-centred design methods to classic channel sales challenges, we helped a major consumer electronics brand strengthen channel relationships, grow sales, and increase market share from a 5% baseline to 37%, in a depressed retail market.

## The challenge

Over the years we've helped our client, a well-established player in the consumer electronics space, establish loyal channel relationships and secure market leadership with engaging and innovative sales incentive programs. In this particular year, the annual campaign brief had a new twist.

Our client needed a sales incentive program that would reflect the innovative spirit of their brand, educate and upskill retail partners, and reinforce their leadership in the market. Plus, it had to be finely targeted, personalised and designed around a mobile application that would be the main performance driver.

## The solution



The creative problem-solving methods of human-centred design led to a simple, elegant channel incentive solution, blending client objectives, participant preferences, the latest mobile technology and our incentive expertise.

Sales incentive programs are common practice in the retail channel space and are a valuable link to people at the customer coal face. The best programs have a simple points-based rules structure that makes it easy to participate and redeem points for rewards. And what's faster and easier than uploading sales data from your phone?

We developed a bespoke PC / mobile app that offered the ultimate in easy redemption.

For each qualifying sale, participants simply uploaded a copy of their invoice and points were paid out the same day. Instant gratification at its best.

The program launched in a buzz of mass communication via SMS and email. Regional sales reps visited each store in their territory to spread the word and hand out launch kits.

Communications were a high priority for our client. We developed a multi-faceted communication strategy featuring a series of friendly, motivational voice messages, focused on driving sales and engendering brand advocacy.

Throughout the program, participants received a weekly message offering sales tips, product information and encouragement.

Over the program period we ran Sprint incentives to drive new product launches and generate extra enthusiasm at peak retail shopping periods. Monthly product-themed competitions kept engagement high.



## The program comprised:

- Bespoke software for easy upload and sales claims and points pay-outs
- Voice message campaign targeted by division
- Quarterly and ad hoc Sprint campaigns as new products launched
- Monthly product-themed competitions aligned to specific product divisions
- The **awardscard**® for in-store purchases, **awardscard**® for e-retail purchases, online voucher mall, travel and experience rewards
- Inbound and outbound contact centre and business processing services

## Results

Year-on-year sales growth of **13.5%**

Helped grow market share to **37%** from **5%** baseline

Reward budget exceeded expectations over 12 months

Unique earning participants per month **7 600**

**28 435** inbound and outbound contact centre calls fielded over 12 months

**49 003** email queries resolved over 12 months