

Client case study: Mercedes Benz

Program Type: Sales and channel incentive solutions

Industry: Motor

Participants: +/- 600

Budget: R10+ million



# SALES INCENTIVE GROWS NEW VEHICLE FINANCE **34% OVER 1 YEAR**

Vehicle financing is a competitive game and our client, one of the world's premiere motor brands, offers several attractive solutions. A channel sales incentive gave consultants the knowledge, confidence and motivation to drive market penetration across the board.

## The challenge

Our client's challenge was simple: grow financial product sales and build long-term channel loyalty. The directive included new and used car financing, leasing, plus their suite of insurance products.



## The solution

Our participants were high-income earners who needed a high-profile incentive to get them revved. With suitably aggressive targets in place, we built the program theme around a top trip reward to the Italian Grand Prix.

Three live national launch events set the tone and generated excitement for this coveted top trip. And to ease the admin of program participation, everyone left with an information pack detailing rules, earning targets and qualifying criteria for regional and international top trips.

In fact, the program was designed for maximum administrative ease. The program website featured an interactive leaderboard updated with monthly results and a section for individual earnings statements to facilitate PAYE requirements. We also included an online contract capture facility to make submission of qualifying contracts faster and easier.

And points redemption was simple with the introduction of our online shopping card, valid at any South African e-retailer. It was enthusiastically adopted, particularly among big earners.

Throughout the program a steady flow of inspirational and informative communications kept momentum going.

At the end of the program, 41 top performers from around the country jetted off to make memories at the Italian Grand Prix.



## The program comprised:

- Program website with interactive leaderboard and individual statement of earnings updated monthly
- Online contract capture facility
- Ad hoc sprint campaigns
- **awardscard**<sup>®</sup>
- **awardscard**<sup>®</sup> for e-retail purchases
- **awardsapp** for easy, mobile card management
- Facilitated regional and international top trips
- Extensive reporting for close monitoring of progress

## → RESULTS

- New vehicle finance penetration increased 34% over 12 months
- Used vehicle finance penetration increased 53% within weeks of launch
- Insurance products increased by 49% over 12 months
- Top 5 achievers collectively earned nearly R800K

We specialise in end-to-end engagement solutions using a holistic approach that connects employees, sales and channel partners, and customers.

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