



Client success story: Dinaledi

Program Type: Consulting and Professional Services / Contact Centre

Industry: Beverage

Participants: 20 000+

SEAMLESS FULFILMENT FOR A HIGH-PROFILE CONSUMER PROMOTION

International sporting events and beverage promotions are an exciting combination. Behind the scenes, the hard work of efficient response handling and fulfilment is key to delivering a successful campaign.

The challenge

Our client approached us because of our reputation for efficient and reliable response handling and fulfilment. So, when their competition generated 4X the anticipated response, they knew they were in good hands.



The solution

The campaign ran for 3-months. Our systems can easily handle big-scale programs, so we geared up with staff to manage over 50 000 prize redemptions. It was an intense challenge that our team handled with commitment and enthusiasm down to the very last prize redemption.

The program comprised:

- Consumer response handling via contact centre and interactive voice response
- Integration of web-based claims system redemptions
- Prizes including merchandise, **awardscard**® shopping card, airtime vouchers
- Cash prize fulfilment via direct deposit

RESULTS

- Significant increase in product sales
- R70m in redemptions processed over 3 months
- 54 000 cash prize redemptions
- 50 000 merchandise and digital prize redemptions
- Exceeded client expectations and began a long-term relationship

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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