

Enabling Rewards

How a Learn & Earn Strategy Led to Increased Sales.

KEY PROGRAM RESULTS

More than
195,000
learning modules
were completed in
2012, an

11.2%
year-over-year increase.



Active participants rose more than
10% YEAR-OVER-YEAR,
surpassing the program objective of
9,700 PARTICIPANTS.

The **percentage of the global channel** that actively participated in the program grew at around

10%

Particularly impressive because of the **global recession at the time**, which limited available funds in key markets.



The client's **2012 revenue target** for the program was exceeded by **10.1%**, or more than

\$78 million.



CLIENT

A major multinational computer, technology, and IT consulting corporation.

OBJECTIVE

To educate a global distributor network about their complex IT solutions, while capturing more mind share and achieving discretionary sales goals.

CHALLENGE

Creating an effective program that would help to differentiate the client from aggressive competition while educating channel partners about complex products on a global scale.

SOLUTION

With help from their global loyalty partner, Motivforce, HMI was able to provide an extensive channel loyalty program that was structured into two main components.

The first of these was called “Learn and Earn,” which promoted product educational development among the client’s global channel customers. Frequently, the client would release a series of educational modules. Upon successfully completed a module, (within three attempts) participants would be awarded points.

These modules typically contained a short, written segment and multiple-choice questions. The modules were originally created in English, but were translated into 9 different languages, which was vital for the global reach of the program. Bonus points were also awarded if a module was completed within one month of being uploaded.

The second component of the loyalty strategy was a more straightforward “Sell and Earn” global initiative, which rewarded participants for selling the client’s products and services.

Individuals were able to monitor their sales figures and combine points earned for both components of the program. This allowed them

to amass significant point earnings which could be redeemed for thousands of exciting awards via the program’s awards catalogue.

Additionally, certain gamification strategies were developed to address the global audience. For example, an online cricket game was developed for participants in India, Australia, and the United Kingdom, while a similar ping pong game was created for participants in China, and a football (soccer) game was created for those in Latin America and Europe.

Every registered sale and eLearning module completed by a participant earned them more time to play these games. The more time earned, the more opportunities they had to score goals, runs, or points.

Leaderboards were built for each country, and the top achievers were awarded with redeemable bonus points. These customized boards were complemented by exciting short-term sales promotions that encouraged participants to sell specific high-end products offered by the client.

Finally, effective communication is critical when deploying a global solution among numerous cultures and in multiple languages.

STRATEGY & IMPLEMENTATION

Marketing & Technology

- Reports on communications that measured email open rates, click-through rates, and time and day of action to generate individual profiles for more personalized and effective campaigns.
- Longitudinal reporting to better understand the unique relationship between the completion of the modules and an individual’s sales activity
- Deeply strategized online campaigns were designed for specific global markets.
- Highly branded promotions and gamification modules and leaderboards.

Program Design

- Greatly effective global marketing campaigns that spanned all 9 languages.
- An exclusive, branded online portal, where participants could check their progress.