

Case Study: Channel Marketing

Heavy Equipment Manufacturer eBonus Bucks

Stimulating interest.

Managers appreciate detailed automated reports pinpointing activity for 5,300 independent dealers participating in short spurt incentive programs.



Client Objectives

- Drive customer use of manufacturer's financing for equipment sales
 - Increase financing sales through dealerships
 - Use an automated system for more efficient processing
 - Provide detailed reporting and analysis

Strategies

- Create a custom website to support sales claims, validation and rewards issuance
 - Replace manual process with web-based, automated process to increase efficiency and accuracy of credit transaction claims and payouts
 - Combine award points earned with earnings from other programs
 - Feature tangible non-cash awards instead of cash to help sales reps visualize the rewards
 - Support the new program with communications
 - Provide frequent, detailed reporting
 - Promote the sales of specified products for defined periods via the system

MotivAction Solution

- Dealer sales reps submit financing application to corporate and enter claim information on program website
 - Select awards or points/cash payout
- Claims are sent to corporate and compared electronically with approved credit applications to determine eligible transactions daily
- Client transmits verified, approved financing sales to MotivAction
- MotivAction computes and deposits award points; client completes EFT for cash awards
- MotivAction provides detailed management reporting by dealer, individual sales reps, overall activities for tax purposes

Results

- Client implemented automated system; all awards for credit sales are made via the platform
- 5,300 eligible participants
- Automated process meets the client's goals for efficiency and accuracy
- Platform and awards options have supported the transition away from cash