



# Revitalising performance improvement programs for even greater results

A prominent beverage company had a strong track record of successful channel sales incentives, but wanted a fresh approach to keep participants motivated and drive even more ambitious sales targets.

## The challenge

The front-end of their existing incentive program was working well, but the back-end – managed by the client – was falling short owing to a lack of internal resources. This led to slow response times, causing participant apathy and a work overload for managers, who battled to distribute rewards and handle orders. Meanwhile, the client needed all hands on deck to focus on sales.

## Our involvement

Achievement Awards Group provided supply chain management: high-volume, full-service fulfilment with comprehensive after-sales support including call centre management, interactive voice response and the handling of competition responses.

- A print and Online Catalogue of Awards were produced;
- Participants were registered;
- Individual AwardPoints™ (program reward currency) were managed;
- Orders via fax, email or the call centre were enabled;
- Merchandise was procured and stored;
- Awards were picked, packed and dispatched;
- Competition prizes were delivered door-to-door, directly to individuals;
- Travel awards were planned and booked.

## Results

- The results exceeded client expectations and the program was extended to boost performance in other areas of the organisation.
- **99%** increase in participant registration above the original target.
- Participants redeemed **R10m** worth of AwardPoints™ in a record 60 days.
- **25 000** prizes were delivered to winners, within the agreed service standards.

## Vital statistics

### Product category:

Fulfilment,  
Warehousing  
& Distribution



### Number of participants:

1 000 - 10 000

## The Science and Art of Business and People Performance

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