The challenge

South Africa’s telecommunications market is extremely competitive, and incentive programs prevail. Achievement Awards Group was briefed to design one that would stand out, motivating 6,500 channel sales consultants, sales managers and dealer principals, nationally.

A key challenge was driving a complex goal: to switch-sell overall, upsell to more advanced product models, and simultaneously, focus on a more select range of products.

Our involvement

We designed a multi-faceted Channel Incentive Program for channel staff and management, following a simple guideline: pull out all the stops to engage and delight program participants.

- The program kicked off with a high-voltage, multimedia launch with celebrity guests, live interactive performances, and dazzling prizes distributed in a lucky draw
- Communications were relevant and entertaining: messages were short and sharp, using print and digital platforms suited to Generation Y program participants
- Later, a fully interactive social networking tool was developed for participants, with an overwhelming take-up and usage rate
- Participants received AwardPoints™ (program reward currency) for completing product training
- Product information podcasts were produced for easy web access
- 10,000 high-end awards – including the client’s own products – were selected for their emotional appeal to savvy, brand-conscious, tech-focused participants
- Awards included group overseas trips to top destinations such as Brazil, Zanzibar, Spain (Barcelona) and China (the Beijing Olympics), amongst others.

Results

Within a short period of time, the program funded itself entirely. Sales figures increased dramatically, in turn increasing the incentive budget and maintaining a positive Return on Investment (ROI).

- 53% increase in sales over target in a 6 month period
- Over five years, the client’s market share increased from 5% to 29%
- The social loyalty module of the program enjoyed an overall engagement score of 79%
- Participants rated it as the best program of its kind, and the client used Achievement Awards Group’s program as a benchmark for its programs internationally.

Vital statistics

Product category: Channel Incentive Program

Number of participants: 1,000 - 10,000