



# Seamless logistics for a high-profile consumer promotion

A well-known beverage company, with extensive experience in consumer sales promotions, needed efficient response handling and fulfilment for a high-profile campaign linked to an international sporting event.

## The challenge

Expert back-end support had to deal with four times the number of anticipated responses, plus over 50 000 prize redemptions in three months.

## Our involvement

Achievement Awards Group took ownership of:

- Consumer competition response handling, an interactive voice response and call centre management;
- The integration of web-based claims system redemptions;
- Competition winners' prize redemptions; and
- Cash prize fulfilment via direct deposit.

## Results

- The three-month program was a phenomenal success.
- The efficiency of fulfilment and back-end support exceeded client expectations and led to more sales promotion partnerships with Achievement Awards Group. These included service fulfilment on cellphone airtime, AwardsCard™ shopping cards and door-to-door award delivery.
- Product sales increased by a large amount.
- **54 000** cash prizes were redeemed.

## Vital statistics

**Product category:**  
Contact Centre



**Number of participants:**  
20 000+

## The Science and Art of Business and People Performance

Achievement Awards Group • 14 Stibitz Street • Westlake • 7945 • Cape Town • South Africa  
PO Box 234 • Plumstead • 7801 • Cape Town • South Africa  
T +27 21 700 2300 F +27 21 700 9729 E info@awards.co.za

www.awards.co.za

achievement  
awards  
group