



Client case study: Toyota

Program Type: **awardscard®**

Industry: Motor

Participants: 1000 – 10 000

# CUTTING A BETTER DEAL ON A **BETTER** **REWARDS CARD**

Rewards cards are much the same except for price. Right? This motor vehicle sales director thought so. Until we presented him with an **awardscard®** package that was an all-around better deal, on a better card, for the same price as the competition.

## The challenge

The client was sold on the rewards card concept, and not unhappy with his supplier. They did a fine job of delivering cards. Just cards. No administration, no cardholder support and nothing that really connected the card to the reward to the brand. So, could we do better? At the same price?



## The solution

We put together an **awardscard**<sup>®</sup> package that offered the client and his sales incentive program participants a whole lot more than 'just a card'.

- **Highest monthly load limit.** The first big benefit was a higher monthly load limit than the client's existing card. In fact, the **awardscard**<sup>®</sup> has the highest monthly load limit in the industry. So, from the start the client was getting a better card.
- **Welcome communications.** When the **awardscard**<sup>®</sup> program launched we sent each participant a customised welcome SMS with a brief note on program details.
- **Personalised rewards experience.** We spiffed up the rewards experience by sending personalised letters with each **awardscard**<sup>®</sup>. As cardholders earned rewards, we sent follow up letters in personalised envelopes telling them how much they would be credited on the next load date.
- **Outbound campaign.** Our contact centre ran an outbound campaign to encourage card activation and program participation.
- **Online rewards shopping.** Cardholders had full access to our Online Catalogue of Awards loaded with top brand merchandise, plus travel and experience awards.
- **Cardholder support 24/7.** Dedicated contact centre agents were equipped to answer questions and resolve any problems. After hours, cardholders had access to Interactive Voice Response (IVR) support.
- **Detailed reporting.** Customised reporting reduced the administration hassles. Motor sales executives are big earners, so reward payouts involved multiple cards. But how many? We developed a report linking the cardholder, current number of cards and account balances to keep the process running smoothly.





## The program comprised:

- **awardscard**<sup>®</sup>
- Card fulfilment
- Cardholder communications
- Online Catalogue of Rewards
- Contact centre support and outbound campaign
- Database management and reporting.

## → RESULTS

- A very happy client, astounded that he could get so much more value for the same cost as a standard rewards card
- High level of participation and card activity
- R25m+ loaded over the program period
- R7m loaded in just one month
- The **awardscard**<sup>®</sup> was rolled out to other divisions in the company.

We specialise in end-to-end engagement solutions using a holistic approach that connects employees, sales and channel partners, and customers.

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