



nextlevel
PERFORMANCE



Success Story

SUCCESS IN ELECTRICAL SALES

amplify[®]

23%

Next Level incentives delivered 23% increase in sales, and higher loyalty rewards for Contractors.

The Story

An electrical supply company came to Next Level requiring a redesign and redeployment of their contractor loyalty program. In year one, Next Level stabilized the program with standardized delivery of loyalty rewards, working within the existing program structure. In year two the objective was to restructure the loyalty program to increase sales results.

The Challenge

The existing program lacked universal rules structuring and program requirements. The program reached just 25% of eligible contractors, and non-registered Contractors achieved just 74% to goal. Year two registration launched in March, 2020 – along with the onset of COVID-19.



THE SOLUTION

Next Level leveraged our proven TotalPRO technology as the foundation for the program. Through our Campaign Creator module on TotalPRO, we designed universal and attainable rules, eligibility, and payout structures for the contractor loyalty program. We delivered simple registration, clear communications, and rewards that were valuable, flexible and relevant to the Contractor audience.

The Success

Year one of Next Level's program management, registered contractors delivered 26% above goal while non-registered contractors achieved just \$74% to goal. In 2020, Next Level's second year of program management, we achieved impressive results that equate to improved Contractor loyalty.



15%

Increase in the number of Contractors achieving their sales goal

23%

Overall increase in sales for our client

49%

Increase in the average payout amount to achieving Contractors