



nextlevel
PERFORMANCE

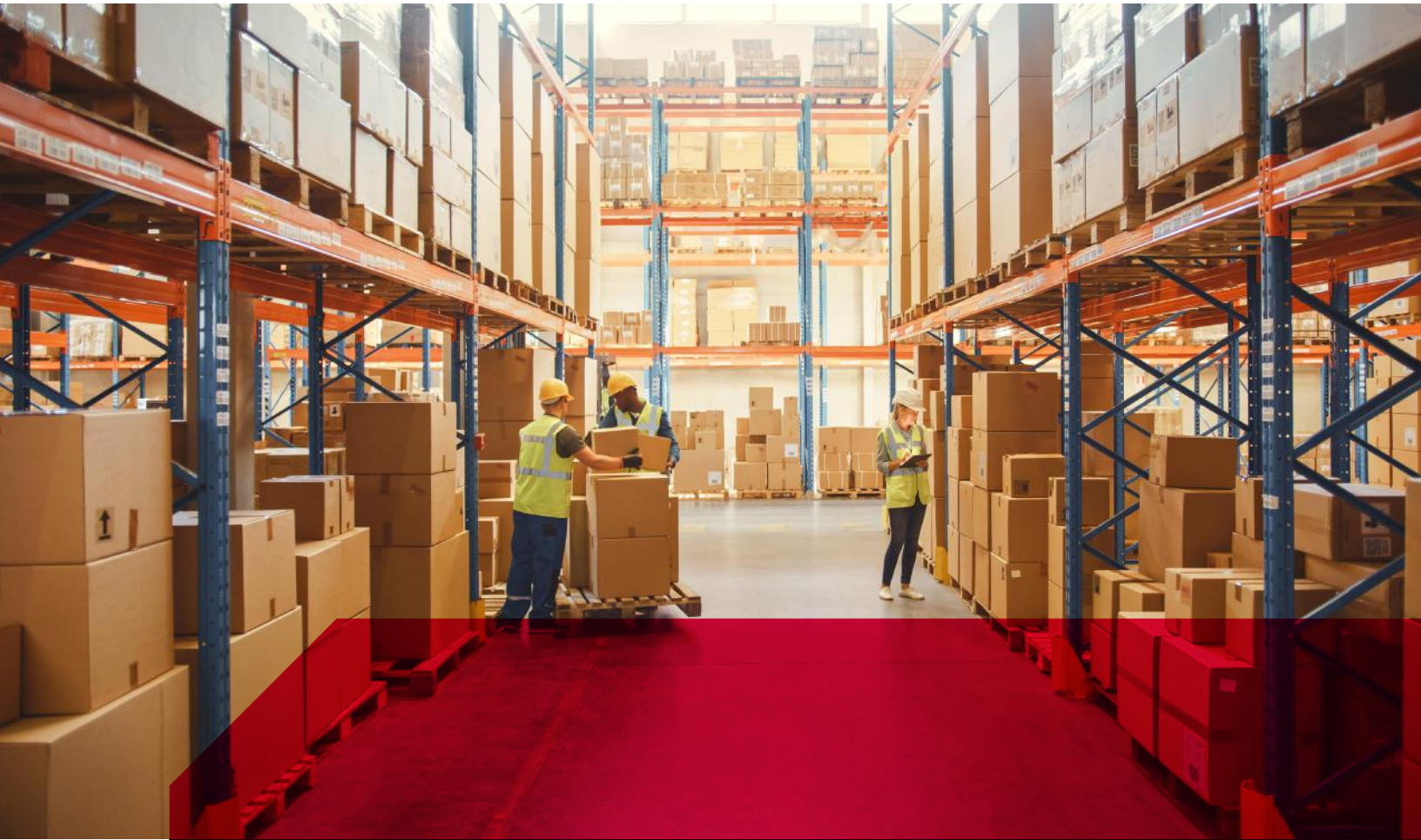


Success Story - Electrical Distributor

WE CONNECT

ROI

8:1 Return on Investment with Channel Partners



The Story

An Electrical Products Distributor, who offers top customers a successful group travel program, wanted to create an opportunity to connect with their mid-tier customers. Their goal was to drive sales and reward these customers for their incremental success along the way with a multi-tiered payout structure.

The Challenge

Their goal was to increase sales across the board and prove the program to be self-funding. With the expenditure calculation factored into total sales growth of over \$10 million for this initiative, the program delivered an **8:1 ROI**.



THE SOLUTION

Next Level delivered a loyalty platform that combined highly-desirable awards for valued customers with controlled budget spends, and purchases from valued customers with larger budget spends. By structuring an inclusive and attainable loyalty program to reward customer purchases, the client was able to create an integrated approach to ensure all stakeholders were engaged through tiered and targeted motivation strategies.

The Success

The goal was \$180 million in sales growth, and the client realized a 23% increase over projections. The incremental growth was the main focus of the client's program success measurement.

27%

Of customers in the top tier program earned a spot on the trip

50%

Of customers earned points in the next level tier

Company Overview

For 45 years, as part of the Dittman Group of Companies, Next Level Performance has been a trusted partner to organizations in a wide range of industries, helping them to tap into the vast potential of their teams, partners, and customers. We are committed to furthering best practices in our industry, investing not only in technological solutions, but also in the research and insights that inform your program.

More Questions? We're here to help. Email us at connect@nxlperformance.com or give us a call at 866-213-2111. Visit us at nxlperformance.com

