



Case Study | Channel Incentive Program - Motor Industry

The Science and Art of Business and People Performance

Overview

A global supplier of commercial vehicles and services, positioned as a market leader, sought to raise its game across Africa and other emerging markets.

Challenge

The client aimed to:

- Increase sales across all dealerships to meet national targets
- Push customer satisfaction scores above 83%, surpassing industry benchmarks

Our Involvement

Achievement Awards Group launched a comprehensive Channel Incentive Program designed to achieve both sales and service excellence.

Key Program Elements

- Exciting Launch Event: Movie premiere with drinks, snacks, and a presentation
- Customised Merchandise Awards
- Top Performer Reward: International travel package
- Compulsory Ongoing Training
- Customer Service Focus: Emphasis on excellence
- Ongoing Communication: Emails, SMSes, newsletters, and a website
- Client Reporting: Regular feedback on results and ROI

Results

Before the program launch, sales targets were not being fully achieved and customer satisfaction scores needed improvement. After implementing the program:

40%

Sales Increase at program launch

34%

Sales Target Achieved overall

- Program exceeded all initial objectives
- Travel component nominated for Most Outstanding Incentive Travel Program at SITE Crystal Awards
- Program renewed after initial phase due to strong performance
- Client credited the program with the "best year in the history of operations in South Africa"

Contact Information

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