



CASE STUDY **Sales Incentive**

# Hoover PowerPoints

## The Challenge

An iconic worldwide household brand, renowned for making quality appliances for the home, Hoover required a promotional mechanism that would set them apart from their competitors and increase market share and dominance in key departments such as Washing Machines, Tumble Dryers, Dishwashers and Fridge Freezers. In a highly saturated environment, they needed an initiative that would cut through the competitor noise, and encourage more focus and in turn, sales of Hoover products.

Hoover identified that the Independent retailers were the prime audience to target. The Independent stores stocked not only Hoover products, but their competitors too. Hoover understood that their competitors didn't offer any form of innovative incentive initiatives, so this was an excellent chance to implement an engaging programme independents wanted to be a part of.



*...“A chance to push new products to market, as well as focussing on the sales of existing SKU’s”...*

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We recommended to implement a B2B sales incentive points banking programme named Hoover PowerPoints that would be a completely new initiative within their marketplace; something no one else in their space was offering to independent retailers, so would instantly stand out.

The aim of this programme was to encourage the targeted retailers to improve their performance in selling Hoover products, increase sales, drive brand awareness and enhance loyalty. A chance to push new products to market, as well as focussing on the sales of existing SKU’s. The retailers would be rewarded for their performance and loyalty, by being acknowledged for their efforts by way of desirable prizes and rewards.





# The Programme

Hoover PowerPoints is an online points banking, engagement and sales incentive website.

We built the platform using the latest technology and ensured the site design was easy to navigate and fully mobile responsive so that it was accessible for both the retailers and the Regional Business Managers on the road; guaranteeing sales claims could be added readily.

From February to October 2016, Independent retailers were motivated to increase Hoover sales. Chosen as it's a traditionally quieter trading period, plus the retailers held their own discounting promotions for November's Black Friday, Christmas and New Year sales.

102 Hoover SKU's were eligible, including higher marginal and new products. Using a self-claim form, retailers uploaded proof of the sales made. Hoover stakeholders reviewed the claims and points awarded on approved claims. Points allocated differed by each SKU and were tiered based on the percentage of the wholesale value. The more products the retailers sold, the more points were awarded. Points turned into prizes.

Retailers could redeem points on products in the reward catalogue such as iPads, TV's, jewellery, vouchers and experiences days. Retailers could spend or save the points, take the reward for themselves or use them as an internal incentive to encourage their employees to generate sales.

Detailed product specs were included on the site, to help improve product knowledge, arming the retailers with the information they needed to push Hoover sales. A 'refer a business friend' function enabled retailers to promote the incentive to new businesses. If they were successful in joining the scheme, the retailer would receive bonus points.

To drive engagement and site traffic, we implemented extra tactical promotions like double points, extra points on the sale of a specific SKU or prizedraws. One example - to bring awareness of the Wine products within the reward catalogue and inspire points redemptions, we ran a prizedraw competition for the chance to win a case of wine.

The programme was supported by email comms throughout, including launch details, user points summaries, monthly newsletters, details of the promotions or key product information.

Hoover's Regional Business Managers were incentivised to promote and encourage registrations. For each new retailer who joined on their recommendation, they received e-thank you cards loaded with points that they could spend in the rewards catalogue.



Increase in sales logged  
YOY

**270%**

Increase in the number of  
'refer a business friend'  
submissions YOY

**112%**

Active users of the  
site

**70%**

Increase in active users  
compared with the  
previous year

**103%**

Increase in total reward  
redemptions YOY

**67%**

Case of wine prize draw  
promotion drove  
redeptions of

**111%**



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