

This innovative incentive program transformed retail sales associates into brand advocates, achieving a **12% Year-On-Year sales increase** and **exceeding initial goals by 20%**.

360CaseStudy

THE SCOPE

A leading national footwear and sports apparel manufacturer was aiming to boost sales by shifting the brand's perspective and focus towards the frontline retail sales associates, transforming them into brand advocates.

THE CHALLENGE

The client was grappling with the challenge of stimulating an uninterested sales team in an intensely competitive landscape teeming with more prominent consumer brands. The objective was to exceed sales projections while simultaneously capturing the mindshare of retail sales associates. There was a pressing need to devise and introduce a different, innovative approach.

THE SOLUTION

HMI, ([now part of 360insights](#)), created an exciting, year-long [incentive program](#) that specifically catered to the client's younger retail salespeople. The program centered around promoting the sale of premium products, offering achievable rewards and incorporating specialized promotions for increased engagement.

Key features of the program included the use of in-store leaderboards for engagement enhancement, and tracking of participation through data analysis. Sales activities and bonus promotions were rewarded with points, colloquially referred to as "hits," that could be cashed in for travel experiences, brand-name merchandise, and other intriguing rewards.

A standout strategy was the "Mystery Shopper" concept where salespeople who successfully sold featured products to an undercover shopper would receive significant bonus points.

THE RESULT

The strategy proved effective, resulting in a Year-On-Year sales increase of 12%, exceeding the initial goal by 20%. Over half of the retail store's salespeople enrolled in the program, indicating a high level of engagement. By the third year, there was an 18% lift in sales of the manufacturer's products. The average participant earned nearly \$300 in points per year, and the program model was successfully replicated across three other retail chains. Valuable client feedback hailed the program's design, execution, and consistent creativity.



CONSUMER DURABLES

INCENTIVES & REWARDS, POINTS BASED REWARDS

COMPANY

Footwear and Sports Apparel Manufacturer

INDUSTRY

[Retail](#)

BUSINESS OUTCOMES

- Increase Sales
- Increase Engagement
- Increase Mindshare & Market Share

PRODUCTS USED

- [Incentives & Rewards](#)
- [Points-Based Rewards](#)

THE SUCCESS

12%

YoY sales increase

20%

exceeded goal

50%

enrollment engagement

"The collaboration and creative insights helped us build a highly successful Rewards Program. This work will drive customer loyalty and success in our company for years to come."

Program Stakeholder



ARE YOU ON THE RIGHT PLATFORM
TO SUPPORT YOUR CHANNEL?



360insights
how it all makes sense.