



Achieve a 195% increase in new customer acquisitions.

MCI and a leading global technology company designed an innovative incentive to activate channel partners and expand market share. Over 5 months, the programme delivered over 350 new accounts and generated \$6.5 million in revenue, representing a 195% increase in new customer acquisitions, exceeding target performance by 44%, and far surpassing the previous programme's revenue and impact.

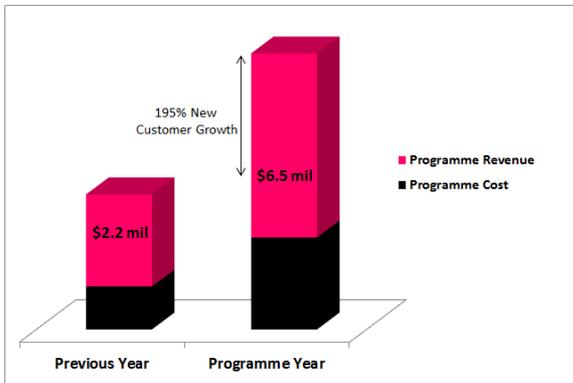
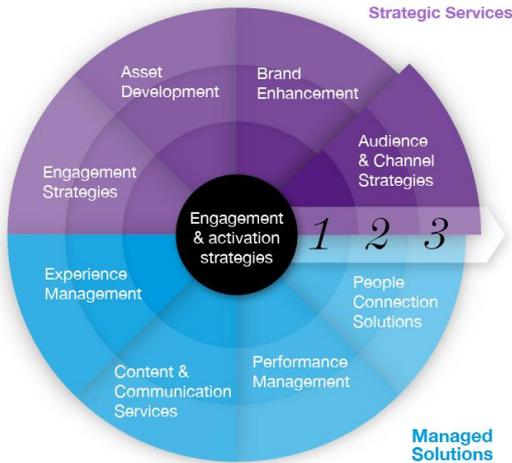
Delivering Exceptional Channel Incentives

Challenges

A leading global technology company needed to adopt strategic incentive solutions to successfully activate its extensive network of channel partners for the distribution of products to end-users.

Looking to our unique audience and channel strategies, the company engaged MCI as a strategic partner to address the following key challenges and help expand its market share through new customer acquisition:

- **Engaging different partner tiers:** the client's three core partner tiers - *direct*, *indirect* and *registered* - are made up of both corporations and small entities, each with different but equally important financial targets for the client. Continuous engagement is required to win partner loyalty and commitment across each of the three tiers.
- **Attracting new partners to join the distribution network:** part of the client's long-term sales strategy is to win over potential partners who have yet to join their distribution network. In this highly competitive industry, partners need to be convinced of the benefits of selling the client's products over competitor products.
- **Battling industry wide challenges of commoditisation and low product differentiation by motivating partners to sell higher value products:** the client required a programme structure which would drive partners to focus on pushing sales of higher value products in order to drive up overall profitability.



Solutions

MCI designed an innovative incentive based on demographic segmentation. Our approach to maximising sales performance and activating key audiences comprised creative branding, communication and reward strategies, including:

- delivering an inclusive reward strategy to align the interests of the client's internal channel team with those of their partners
- motivating channel partners to push for sale of the client's high value products over its competitors' products
- leveraging MCI's strong supply chain to deliver top merchandise rewards within the client's budget
- creating an unforgettable travel experience to reward top achievers

Lasting Results

In collaboration with the client, a programme investment of \$250,000 and an ROI objective of \$4.5 million in sales were set. Over a 5-month period, we delivered **355 new accounts** and achieved **\$6.5 million in new sales**. The results exceeded the client's expectation by \$2 million or 44% over budget performance, with no increase in programme investment. The programme significantly surpassed the previous year's sales performance of \$2.2 million which represented \$4.3 million or a 195% increase in new customer acquisitions.

Beyond the numbers, the client gained a deeper understanding of how their channel partners respond to targeted and relevant communications. Our travel incentive programme also provided brand reinforcement as well as networking opportunities with the valuable reseller network.

To find out how MCI can design a channel sales incentive or customer loyalty programme that delivers results for you, please contact:

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About MCI

MCI is the world's leading provider of strategic engagement and activation solutions and a key driver of innovation in the meetings, events, association and congress industries.

Through creative live experiences and digitisation, globalisation, brand enhancement and content strategies, MCI helps organisations to enhance performance, grow globally, energise communities and drive business results.

An independent, privately held company with headquarters in Geneva, Switzerland, MCI's 1,600 experts in 56 cities and 29 countries help clients across Europe, the Americas, Asia-Pacific, and India, the Middle East and Africa to unlock their potential and deliver real change.

Find out more at www.mci-group.com.

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Ensure your return on investment