

Fisher and Paykel improved sales & efficiencies with speed-to-market incentive.

FISHER & PAYKEL

360CaseStudy

THE SCOPE

Fisher & Paykel, luxury home kitchen and laundry appliances manufacturer, identified launching a new targeted incentive to their independent showroom store dealers as an opportunity to improve sales.

The brand wanted to drive more foot traffic into showrooms, increase wallet share from the dealers and help grow business. They saw an opportunity in engaging and rewarding the salespeople and their direct line to the consumer to influence brand sales over competitors: but to bring this to market they needed a nimble partner that could seamlessly unite and push store dealer salespersons incentives with a pull for consumer selection..

THE CHALLENGE

In Fisher & Paykel's endeavors to develop and implement push/pull accelerator incentives, they believed it was a prerequisite to partner with a company who was easy to work with, offered a simplified set-up with great program design and a user experience that both reflected their luxury premium brand offering and could drive sales growth.

Previously run incentives had not proved sustainable or successful for both dealers and consumers satisfaction and Fisher & Paykel were frustrated with disproportionate processing, poor communication, and time-consuming reward issuance

THE SOLUTION

360insights were appointed, as a fresh incentives partner, to quickly deploy a new [incentive program](#) that could work to improve sales across the dealer to consumer marketplace. 360insights utilized their [SPIFF](#) and [Consumer Rebates](#) products alongside their robust platform reporting to enable this.

Salespersons are incentivized to upsell appliances as part of an accelerator initiative and the consumer is encouraged to purchase additional components and accessories. Once the invoice of an eligible SKU is added to the program portal within deal timeframes, the claim is auto processed, and rewards presented. Reloadable branded Mastercard for the dealer stores salesperson and cashback/rebate for the consumer.

THE RESULT

Results were two-fold in raising sales across store accounts to as much as 200% in some instances and improving business efficiencies. By aligning a dedicated team working alongside Fisher & Paykel Marketing a personalized incentive program, reflective of the customer journey, was implemented seamlessly and to client satisfaction. Administration was credited to be 'easy to do' with a 'process that was quick to deliver and launch' and reporting that saved the CFO 'weeks of work'.



CONSUMER DURABLES
STORE SALES INCENTIVES

COMPANY

Fisher & Paykel

INDUSTRY

[Consumer Durables – Home Appliances](#)

BUSINESS OUTCOMES

- Win Mindshare & Market Share
- Increase Engagement
- Improve Experience
- Increase Sales

PRODUCTS USED

- [SPIFFs](#)
- [Consumer Rebates](#)

THE SUCCESS

200%

sales increase across stores

CFO

endorsed time-saving
& reporting capabilities

360°

seamless implementation

“The Rewards and Promotion Schemes were launched without a hitch and have been a resounding success.”

Head of Marketing
Fisher & Paykel



ARE YOU ON THE RIGHT PLATFORM
TO SUPPORT YOUR CHANNEL?



360insights
how it all makes sense.