



## Peoplevalue raise major electrical specialist's B2B sales

As a direct result of implementing a Peoplevalue-powered Reward Scheme, a major UK based electrical specialist has seen a demonstrable increase in its B2B sales.

Following an in depth analysis, the client confirmed a significant uplift in B2B sales in the 3 months post launch when compared to B2B sales in the 3 months prior to launch. When extending this same comparison to a 6 month period, the uplift in sales was even greater.

Utilizing Peoplevalue's Customer Rewards technology, the client worked with Peoplevalue to brand and customize their own bespoke reward solution and tailor it for their lower tier/ lower spend business customers. These customers were specifically targeted as they do not benefit from the preferential prices, rebates and additional discounts that are traditionally offered to larger spend customers. It was hoped that a Customer Reward scheme would increase customer loyalty and in turn boost B2B sales; a hope that has been fully realized according to the client's findings.

The fully branded scheme has been marketed toward the existing business-client base, with promotional materials inviting sign-up to the scheme. Each time a customer makes a purchase, they are awarded points in relation to the value of their spend; the higher the value, the more points they get. These points can be redeemed on the Peoplevalue managed redemption website against an exhaustive range of exciting and inspirational products and services.

Establishing a correlation of purchase and reward enhances the client's existing relationship with their business customers and cultivates a customer loyalty. Customer loyalty is an integral aim of Peoplevalue's Customer Rewards Solution and the retailer recognized the positive potential. They called on Peoplevalue to implement their own branded reward platform and the results of their research emphatically justify this decision.

"Our hope was to recruit our existing low spend base and to promote it to all new low spend customers" said the B2B Marketing Manager of the retailer. "The aim was to increase the recency, frequency and value of spend of our existing customer base. In an ideal world the smaller spend customers would spend more and therefore be reclassified as large spend customers so we could then provide them with larger rebates and discounts. I would like to organically grow our accounts."

"I have found working with Peoplevalue extremely enjoyable. The company is knowledgeable and helpful and has provided me with support throughout the process of setting up the account. The staff were also very flexible which is important," she concluded.

"We are delighted with our client's findings" claims Mike Morgan, Peoplevalue's MD, "we have always had a high quota of confidence in the services we provide and the benefits they bring to our clients. Our reward solutions can be hugely conducive to sales and customer loyalty, and these findings go a long way to qualify this comment."

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