Case Study
Technology

As specialists in the management and delivery of information, this data storage company found success by providing fast, reliable and cost-effective solutions to their customers. When it was time to grow enterprise equipment sales—they networked with BI WORLDWIDE.

Challenge

Increase sales of enterprise equipment.

Solution

BI WORLDWIDE analyzed past sales and productivity data to design a customized solution for the company. Five separate GoalQuest® programs were created, challenging participants to set and achieve their own goals to earn AwardperQs®—points redeemable for everything from merchandise and vacations to event tickets and more. Bonus promotions engaged participants even further to achieve their goals and earn more AwardperQs.

Results

A quarter usually as slow as USB 1.0—around $46 million in incremental revenue—picked up to gigabyte ethernet speeds as sales raced to more than $170 million. What's more amazing is that the five programs generated a return on investment of 118:1.

ROI 118:1

INCREMENTAL REVENUE $46M

$170M