



The Challenge

The medical supplies and equipment distribution division of a \$100 billion-plus healthcare organization with more than 37,000 employees recognized that their sales incentive platform had significant drawbacks.

The system, which rewarded account and sales managers, had limited self-administering and reporting capabilities, making its administrators too dependent on their prior vendor for day-to-day operations. In addition, the company wanted to improve award selection and upgrade award value to participants.

Multiple goals and objectives were set for the platform upgrade initiative, including:



Provide incentives for sales growth and achieving key initiatives



Create value for partners/vendors/manufacturers through successful product promotions



Assist the marketing team in aligning strategies to help account and sales managers prioritize multiple promotions, both internal key initiatives and manufacturer/vendor-funded



Provide a blended cash and non-cash incentive award platform



Centralize internal and external manufacturer/vendor promotions

The Solution

The company partnered with Marketing Innovators (MI) to develop a single-source solution for the incentive platform's varying needs. The platform awards points for different levels of compensation and achievement and for different promotions throughout the year across the company's three key markets: Primary Care, Long Term Care and Home Care, each of which has unique goals, objectives and metrics.

Using a process of discovery, MI gained a deep understanding of the distribution organization's unique needs and developed an improved version of the existing incentive platform.

The solution enables multiple promotions targeting different audiences to run simultaneously, while providing participants with a single portal for point accumulation. Robust administrative tools were developed to launch the promotions and generate reports, measuring key performance indicators for each distinct event. MI also supported the organization's marketing team by providing consultation services for rules structure development aligned to each market strategy. Award preferences of a diverse sales team are delivered through the integrated "marketplace" utilizing a real-time web service interface structure.



The Results



The revamped program has produced outstanding results. The platform's ability to quickly launch promotions has generated a positive response from manufacturer/vendor partners. Initially designed to support different promotions in multiple markets, the single-platform solution adds even greater value to the program through continuous enhancements in functionality and reporting capabilities. Participants were pleased with the improved award offering, which now includes gift cards, an online travel booking tool, event tickets and millions of merchandise and digital award options.

Participant engagement levels are measured by analysis of visits to the current promotions and resource libraries, plus award redemption patterns combined with the composite sales success of each promotion. Social media elements have been introduced with the added ability to "like" or "dislike" recent promotions. The platform has continued to build manufacturer/vendor partner participation, while increasing individual performance and engagement and aligning the sales teams' efforts with the distribution organization's sales and marketing strategies.

MI CASE STUDY: Aligning Strategies and Boosting Engagement

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