

Case Study

Gamification

Challenge

A leading automotive financial services client wanted to increase the sales of their insurance and financial products in their traditional and luxury-branded dealerships. To jumpstart this effort, One10 developed and implemented a fully integrated Spin-N-Win promotion that used our client's existing PerformX Portal to engage employees and increase sales.

Solution

We delivered an eight-week Incentive program that rewarded participants each week, with higher performers earning more chances to "spin" for points. Participants could redeem their points weekly for merchandise or prepaid gift cards, or they could bank their points to save for a bigger reward. Our recommendation included a robust communication plan designed to generate awareness and enthusiasm, and included custom Rev It Up campaign graphics, communications and promotional materials.

Results

Sales soared as a result of this incentive program and exceeded projected goals.

- **113% goal attainment** – Participants smashed the sales goal
- **16% higher profits** than projected
- Weekly payouts drove engagement early and was sustained throughout the campaign
- **97% of dealerships enrolled**, with 1000+ participants actively engaging in the program
- The program yielded a **Net Promoter Score of 100%**

Gamification Revs Up Sales and Participant Engagement

113%
Program Goal
Attainment

16%
Higher Profits

97%
Dealer Participation

100%
Net Promoter Score

One10 Insights

When our clients are looking to increase their penetration in the marketplace, we have found that gamification is a fun and engaging way to boost sales and exceed their goals.



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