

A global leader in manufacturing and finance significantly bolstered dealer relationships, culminating in **100% overall satisfaction**, through performance-based incentives.

THE SCOPE

A global fortune 100 trailblazer in the manufacturing and financing of construction and mining equipment sought to nurture relationships with their top dealers while stimulating distinct behaviors within their network.

THE CHALLENGE

In the financing sector, dealers' relationships are vital to a company's success, and fortifying these relationships was a goal, alongside altering behaviors. The company sought to create meaningful stories and connections with their network through performance-based incentives.

THE SOLUTION

Understanding the company's objectives, HMI ([now part of 360insights](#)) crafted a strategy targeting significant influence points within the client's network. The solution was an exhilarating [group incentive travel](#) program to Aruba.

The program rewarded high-performing finance and insurance (F&I) managers, used equipment managers, and dealership principals based on the dealership's performance against their set goals. Bonus opportunities were also provided, including deal bundling, add-ons, and the utilization of online resources.

A [points program](#) was run alongside the travel program, rewarding the top 10 points-earning dealership sales representatives with the trip. An engagement app, TripBuzz, was introduced for additional engagement.

THE RESULT

This strategic approach significantly bolstered dealer relationships, culminating in 100% overall satisfaction for the client. The tailored group incentive travel program to Aruba and the points-based rewards system for high-performing dealership personnel drove behaviors and achieved the company's objectives.

By providing bonus opportunities through deal bundling, add-ons, and online resource utilization, and integrating the TripBuzz engagement app, we were able to create meaningful connections and stories within the network. This success underscores the power of combining creative incentives, targeted strategies, and advanced technology to enhance satisfaction and performance in the financing sector.



360CaseStudy



CONSUMER DURABLES

LOYALTY & INCENTIVE TRAVEL

COMPANY

Global Construction & Mining Manufacturer

INDUSTRY

[Construction Finance](#)

BUSINESS OUTCOMES

- Increase Loyalty
- Improve Experience

PRODUCTS USED

- [Points-Based Rewards](#)
- [B2B Loyalty](#)
- [Incentive Travel](#)

THE SUCCESS

100%

overall satisfaction among dealers



improved behaviors amongst dealership personnel



creation of meaningful connections within dealer network

“The collaboration and creative insights helped us build a highly successful Rewards Program. This work will drive customer loyalty and success in our company for years to come.”

Program Stakeholder



ARE YOU ON THE RIGHT PLATFORM
TO SUPPORT YOUR CHANNEL?



360insights
how it all makes sense.