

An interactive and gamified incentivized learning program designed to educate a global distributor network, delivered **\$78million in revenue** and increased mindshare.

360CaseStudy

THE SCOPE

The client, an IT consulting company, set out with three primary goals: to educate their global distributor network about their complex IT solutions, to capture more mindshare, and to meet discretionary sales targets. They sought to outperform their competitors by not only ensuring their channel partners had a deep understanding of their intricate products but also by making a meaningful impact on a global scale.

THE CHALLENGE

The competition was fierce, and the company needed to educate partners worldwide effectively. To distinguish themselves from competitors and hit their participant engagement, revenue growth, and module completion KPIs, they required a strong loyalty program, which HMI ([now part of 360insights](#)) delivered.

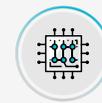
THE SOLUTION

The concept was two-fold: the “Learn and Earn” module promoted product educational development, awarding points to participants upon successful completion; the “Sell and Earn” initiative rewarded participants for selling the corporation’s products and services.

An array of [interactive games](#) were developed to keep the momentum. The games were tailored to different global demographics – a cricket game for India, Australia and the UK, ping pong for China, and soccer for Latin America and Europe. Every sale or [eLearning module](#) completed earned participants more time to play games, culminating in earnable points. The modules were translated into multiple languages, underscoring the corporation’s commitment to its diverse global audience.

THE RESULT

The dual-strategy implementation resulted in remarkable goals both in terms of participant numbers and revenue. Culminating in a rise in active participants by more than 10% year-on-year, surpassing their goal of 9,700 participants and achieving revenues that exceeded the target by 10.1% or over \$78 million. The solution also saw an 11% YOY increase in completed learning modules (more than 195,000) in just one year of the program’s implementation.



TECHNOLOGY

B2B LOYALTY & INCENTIVIZE LEARNING PROGRAM

COMPANY

A Multinational IT Consulting Corporation

INDUSTRY

[Technology and Consulting](#)

BUSINESS OUTCOMES

- Increase Engagement
- Increase Sales
- Win Mindshare
- Incentivize Learning & Education

PRODUCTS USED

- [Incentives & Rewards](#)
- [B2B Loyalty](#)
- [Incentivize Learning](#)
- [Creative Services](#)

THE SUCCESS

\$78M

revenue achieved

9,700

participant goal surpassed,
rose by over 10% YoY

195,000

learning modules completed in
the first year, over 11% YoY

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.