



# SALES AUTOMATION

**Denave's loyalty program built brand mindshare amongst its T2 partners' sales team and enhanced the sell-through capacity of partners**



## CLIENT

World's largest personal computer vendor



## BUSINESS OBJECTIVE

Client wanted to setup an engagement model with its existing Channel Sales partners and also wanted to drive loyalty in MBOs, push upselling and incentivize the channel partners on the leads created and the sales closed. Incentives were also build on SKUs sold, helping customer drive and monitor the desired sales. This program was open to T1/T2/T3 Managed Partners.



## THE CHALLENGE

- ▶ Client was facing difficulty to directly talk to the sales teams and get them to push customer products to the end users and corporates in SE Asia
- ▶ Build customer mindshare in partner sales team
- ▶ To generate incremental sales



## THE DENAVE EDGE

- ▶ Expertise in developing customized and high-tech loyalty portal which could provide real time updates to the client – DenCRM (This platform has a robust reporting mechanism, which helps in leads entry, closure tracking and analyzing team performances).
- ▶ It also helped in seamless reporting structure/dashboard which provide extensive in-depth view of all the instances in real-time to the stakeholders.
- ▶ Multi-level support
- ▶ Expertise in handling loyalty programs
- ▶ Language support
- ▶ Personalized portal with IT support
- ▶ Sales team are rewarded on leads generated, sales closed and type of product sold
- ▶ Exciting quarterly incentive payouts as gift cards or shopping vouchers



## PROGRAM REACH

- 📍 Covering Channel Sales Teams across SEA
- 📍 Countries- Thailand/ Indonesia/Malaysia/Vietnam/ Singapore/Philippines



## THE RESULT

- ▶ More than 60% participation from the sales team
- ▶ 3-fold increment in sales revenue quarterly. For instance, average sales per sales person increased by 50%
- ▶ With this program, client received 316 Business Partners and 519 Sales Representatives registered
- ▶ Qualified Sales Revenue generated by the program was close to USD 2.5 million
- ▶ Increase in registrations from 48% to 55% - highlighting partner engagement