

Sharp - Sharp Points



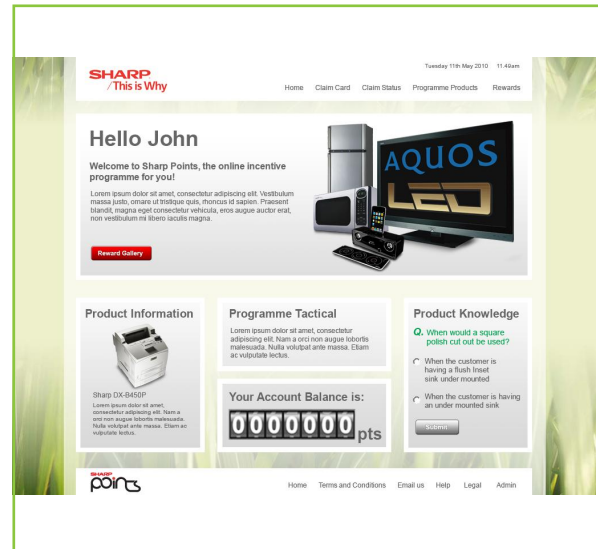
The Objective

Sharp were looking for an engaging way to increase dealer's sales of their products & improve dealer product knowledge through an easy to use incentive programme.

The Programme

Sharp Points utilises a fully branded website featuring p&mm's off the shelf Reward Banking online catalogue & our pre-paid debit card, Spree, as an additional reward option.

Sharp dealers log on to the Sharp Points site to claim their sales on qualifying Sharp products. The claims are then sent to Sharp for weekly approval & once approved, the dealer's reward is loaded instantly on to their Reward Banking account. The flexibility of the programme gives participants the choice to save up their points to be loaded onto a Sharp branded Spree card or to spend them straight away through the extensive Reward Banking catalogue.



The Sharp Points site is also used to increase dealer's product knowledge through product information sections & product knowledge quizzes. The quizzes are run on a monthly basis with participants earning extra points loaded to their Reward Banking account for correct answers, offering an added incentive.

Regular & varied communication increases awareness & interest of the programme. Regular e-shots ensure Sharp dealers are aware of any campaign updates including; new product & voucher offers; new incentive campaigns; point promotions for specific products & product knowledge tacticals.

p&mm manage all reporting for Sharp sending out weekly status reports & monthly programme updates. The reports provide a regular programme status update, the latest statistics on registrations & claims to allow Sharp to have a constant awareness of the programme's progress.



The programme has been successfully running since 2003 and is hugely popular with dealers. In 2010 there was a total of 833 registered participants across the 4 tiers, & a total of 15,841 claims were made.

Results