

Wickes - Xsell



The Audience

A total of 480 Wickes design consultants across the company, nationwide.

The Objective

- To increase Design Consultant's sales of kitchens & bathrooms.
- To promote the up-selling of installation of kitchens & bathrooms.
- To improve consultant's product knowledge through the promotion of enticing rewards

The Programme Sales

There were two main focuses of the programme: Quantity of Sales & Quality of Product Knowledge. Consultants earn 'Quality Credits' for sales & installations of kitchens & bathrooms, & for correctly answering the quarterly product knowledge quiz.

The 'Quality Credits' are then used to determine the final league positions at the end of each quarter.

Points are allocated to consultants based on their league position & loaded onto the participant's individual RewardBanking accounts. They can then choose to spend their reward on a range of over 800 products, from merchandise & experiences to retail vouchers.

The site also features a section for the 'Xsellence club'. The club consists of top performers across various measures who are invited to a prestigious annual dinner event, where cash prizes are awarded to those with the highest accumulated 'Quality Credits'.



An impressive 93% of the programme's audience registered to the programme. In 2010, the website received a total of 12,316 hits & the total value of redeemed rewards was over £34,000, indicating the popularity of the programme & the reward offering.

Results