



GO TEAM

JA RUSSELL

Electrical Wholesale

ISSUE

Trade customers (Electricians) often hold multiple accounts and spread their purchases amongst a variety of suppliers. Our client wanted a “greater share of wallet” with more of their customers calling into their stores to collect their daily electrical supplies.

SOLUTION

All account holders were invited to participate in a Rugby picking competition. Spot -prize winners were announced in-store and all call-in customers were awarded with chocolate bars to provide them with the energy boost to get them through their busy day. Promotional offers were integrated in-game and within twice weekly emails to players. Frequency of communication between reps and customers increased significantly due to the introduction of this program.

OUTCOME

Increased sales from existing trade customer base.

Increase in call-in trade business.

Great customer feedback and good will

THROUGH GO TEAM WE HAVE SUCCEEDED IN INCREASING OUR SHARE-OF WALLET OF MANY OF OUR TARGET CUSTOMERS, RESULTING IN INCREASED SALES AND PROFIT, NOT TO MENTION THE FUN AND GOODWILL GENERATED BY THIS INNOVATIVE ENGAGEMENT PROGRAM

JA Russell

