

Global Technology Provider – Case Study

As a world-leading silicon component manufacturer, our client is entirely dependent on 3rd party multi-national Original Equipment Manufacturers (OEMs), systems integrators and channel resellers to manufacture, market and sell finished products to end customers. Their Channel Partner Programme creates a relationship between the Company and its independent global channel partner community to promote and recommend their products.

Our client approached ICLP to develop a world-class rewards benefit to reinforce the value of membership of the Channel Partner Programme to its global channel customers:

- Positively influence the buying behaviour of its channel resellers
- Promote channel purchases through authorised distributors
- Drive adoption of newest platforms and products within the channel

Originally appointed in 2007, ICLP has created a highly customised global rewards programme framework with extensive local configuration & flexibility capabilities which:

- Ensures consistent global implementation to reinforce our client's trusted brand proposition
- Enables regions to drive tactical promotions and campaigns according to local market needs
- Facilitates enhanced data analytics to enable deep reseller profiling, segmentation and targeting
- Demonstrates a positive programme ROI through increased Average Selling Price and Market Segment Share

Today the global rewards programme reaches ~21.5k member organisations, in 21 languages, across 180 countries in North America, Latin America, Europe Middle East & Africa, Asia Pacific and the People's Republic of China.

ICLP's full service programme solution

ICLP provides comprehensive consultancy, design and on-going programme management services on a global basis coordinated via ICLP's local account teams in San Francisco, São Paulo, London, Singapore and Shanghai, supported by ICLP's centrally managed IT and Data Analytics services in London & Mumbai:

- Strategic consultancy and program design
- Financial analysis & ROI modeling
- Programme identity development
- Member communications planning, localization, translation and execution
- Physical, digital and social media communications management
- Points engine and member website development, integration, hosting & maintenance
- Programme data and reporting integrated directly with Intel internal Business Intelligence tools
- Data analytics, customer segmentation & predictive modeling
- Global, regional and local 3rd party rewards sourcing & fulfillment management
- Global rewards fund and vendor management
- Alliance partnerships development

Key Performance Indicators:

Client participants purchase more:

- Participants purchase average ~\$61k per quarter
- Non-participants purchase average ~\$49k per quarter

ASP (Average Selling Price) is higher amongst participants

- ASP is ~14% higher amongst participants
- ASP uplift consistent amongst participants in all global regions

Client participants purchase a higher proportion of transitional products

- Participants: 34% transitional
- Non-participants: 22% transitional

All of the above marketing services and insight are supported by the loyalty platform and integrated member website developed and maintained by ICLP. Using state of the art technology and methods we have designed an interactive web platform that meets our Client's needs now and on into the future.

The programmes maintained by ICLP for this premier corporation currently service c400,000 members.