

Case Study: Company takes successful training and incentive program global

Situation

The world's largest computer chip manufacturer wanted to build on the success of their North American retail training and incentive program. The North American program had been in operation for six years and become such a success that the company's other divisions around the world wanted to join the program and its successes. The North American program had become the standard in retail computer industry for training and rewarding retail sales reps. The program's main focus was have to the retail sales rep knowledgeable on the company's products, thus recommending them over their competitors. Retail sales reps would earn "chips" for successful completion of a variety of different tasks. These "chips" were then redeemable for various merchandise items from the program's online program catalog. The program included a comprehensive website that was refreshed each month with new content, including online training modules, product updates, news articles, sales tools, reward catalog, sweepstakes and blog updates.

While it was great the other divisions around the world wanted to participate in the program, there were many challenges to overcome before anything could be implemented, including content translations in 20 languages, country specific promotions and awards and specific server requirements in several countries.

Solution

Motivation Technologies developed and facilitated the worldwide program rollout to over 100 countries in 20 different languages.

- Developed one main program login area that directs the retail sales reps to separate program websites for the company's various geographical divisions, each with the ability to create custom content, awards catalogs and sweepstakes.
- Deployed various servers around the world to stream content in the most efficient way possible to the retail sales reps based on their country location.
- Monthly, work with 10 different translation agencies around the world to translate the North American content/training updates into 20 different languages.
- Developed proprietary software to upload translated content to the appropriate country program website in a timely fashion.

Results

This program has achieved dramatic global success:

- Sales are up globally.
- Mystery Shopper scores at the various retails have improved.
- Several very large retailers are incorporating the program online training into their own company training.
- Company has established a "world wide" group to facilitate this program from a global standpoint.
- Program is already budgeted globally for all of 2012.