

Imaging
Rewards



FUJITSU IMAGING REWARDS CASE STUDY

.....

PFU (EMEA) - a Fujitsu company, is one of the world's leading Imaging Solutions providers, providing companies around the world with intelligent scanners. Operating across the globe, PFU (EMEA) focusses on the European, Middle Eastern and African markets, providing the necessary tools, training and knowledge to resellers across the region to sell and distribute their scanners.

Imaging Rewards is PFU (EMEA)'s tool to motivate, engage, and foster greater loyalty from distributors and resellers across the Region. Imaging Rewards is an online rewards tool, that drives the right behaviours, at the right time, and puts the reseller in control. From registering their sales and earning points, to receiving badges for certification, the Imaging Rewards solution is key in driving a more engaged and high-performance reseller network.

PRE IMAGING REWARDS

.....

Before **Imaging Rewards** was introduced, PFU (EMEA) ran promotions and incentives that tended to be reactive rather than proactive. This in turn resulted in promotions being quickly developed and announced, and communication of the incentive were heavily reliant on distribution communication channels. This not only didn't allow for a full scope of the promotion, but often the announcement of the promotions were not as effective as they could have been.

PFU (EMEA) were also finding it increasingly more difficult to distinguish themselves from what they have done in the past, and their competitors.



THE GOAL

PFU (EMEA) set out to achieve three goals through its new channel incentive programme, these being;

1. Foster Reseller loyalty, build mindshare and increase sales.

- Always rewarding loyal partners.
- Always providing a reason for us to have a conversation with them.
- Create brand ambassadors / positive conversations

2. Easier to communicate Promotions and incentives

- Lower operational cost as no need for dedicated promotional web sites or costly translations
- Faster and more direct messaging to Resellers
- Easy to create incentives – e.g. to help

encourage sales on new product introduction

3. Improve channel data

- More Reseller contacts with better quality and self-cleaning
- Provide PFU (EMEA) with better End User visibility that allows for more industry specific marketing campaigns
- Encourages accurate and total POS reporting from Distribution

The Imaging Rewards scheme was developed as the strategic initiative to help achieve these objectives, and to redefine how PFU (EMEA) communicate, motivate and reward channel partners across EMEA, with particular emphasis upon the Reseller community.



THE SOLUTION

The **Imaging Rewards** programme, a white-labelled SaaS based solution, was rolled out over the EMEA region with the assistance of Power2Motivate. The solution operates in four different languages (English, German, Italian, and French), and across 63 different countries.

Imaging Rewards allows resellers and distributors to register sales made and earn points depending on the type of product sold. Not only are base points awarded for products sold, but each month new promotions are introduced, including bonus points on newly introduced scanners, to double points and entries into prize draws to win merchandise. These promotions work to support marketing activity conducted by PFU (EMEA), and to generate growth in sales of key products.

Through the points that the reseller and distributor networks receive, they can spend them in localised Rewards Galleries, with over 500,000 physical rewards available across the EMEA region. Members

in the programme also benefit from a travel engine and concierge service, where they can spend their points on holidays, to just about anything else. As the galleries are fulfilled by local suppliers, each reward is culturally relevant to the country it is purchased in. This was a key factor when implementing the programme, as the diversity across EMEA is plentiful.

Through the Imaging Rewards solution, PFU (EMEA) were able to increase their touch points with their members. This was done through a regular electronic direct mail (eDM's) promoting new rewards, points, and incentives within the platform. As the members benefits from the programme, these communications ticked all the boxes when it came to 'what is in it for me'.

This allowed the company to host special events throughout the year that encouraged participation by allocating double points for selling certain scanners or packaged deals, as well as reward participants for completing PFU certification training.





THE RESULTS

PFU succeeded in all of its goals, starting with a 61.2 per cent participation rate among eligible members, including an 83 per cent registration rate at its annual sales conference. Overall, PFU saw a 37 per cent increase in channel partner programme membership between FY 2015 and 2016.

The company now has multiple channels it can use to contact resellers, the speed and ease of which resulted in a 89 per cent reduction in time and

money spent on each promotion. This resulted in PFU hosting 22 promotions in FY 2016, as opposed to 5 the year before.

PFU witnessed a year on year sales uplift of 39% based on engaged resellers within the platform motivate and reward channel partners across EMEA, with particular emphasis upon the Reseller community.

PFU was able to successfully improve its channel incentive programme by personalising its rewards and bridging the communication gap through an easy-to-use digital platform.

37% INCREASE
IN CHANNEL PARTNER
PROGRAMME
MEMBERSHIP
BETWEEN FY 2015
AND 2016.

ACHIEVED
OVER THE 60%
DESIRED
PARTICIPATION RATE

YEAR ON YEAR
SALES UPLIFT
OF 39% BASED
ON ENGAGED
RESELLERS WITHIN
THE PLATFORM