

AXIMPRO



USE CASE

CASHBACK INCENTIVE PLATFORM
FOR NEW CUSTOMER ACQUISITION FOR DELL FRANCE



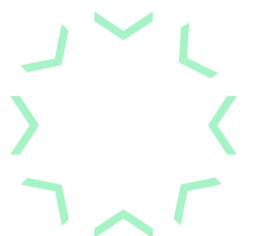
CASHBACK INCENTIVE-PLATTFORM

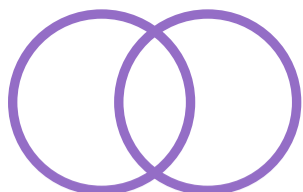
„BIENVENUE CHEZ DELL!“

With ambitious growth plans for the EMEA emerging markets, Dell is actively seeking innovative and scalable methods to drive revenue, improve the manufacturer's total market share, and accelerate in its race against competitors. The aim has been to improve channel coverage, build relationships, and establish a channel partner program.

Aximpro then created a cashback incentive portal for use by Dell in France, based on the ChannelValue® system. This has proven very effective in transforming interested companies into new customers, resulting in an +150% sales growth during the period of the incentive.

Following on from previous successful Dell cashback incentives that Aximpro has carried out in other EMEA countries, Dell approached Aximpro to achieve similar results for Dell France.





SOLUTION

Dell wanted to increase its sales from new customers in the client products division (office technology: notebooks, workstations, monitors and similar) by +17%. The cashback offer was designed to motivate new customers who had already been in contact with Dell's sales teams to make an order.

KICK-OFF

Given Aximpro's previous experience with Dell cashback projects, the initial consultation process was particularly simple – Dell knew what it wanted, and Aximpro knew how to provide it – taking care of the entire project management and execution.

Dell wanted to drive sales among small-to-medium sized corporate customers in France. The key targets were potential customers who had expressed interest but not closed a deal, past customers who had not purchased anything in two years (direct sale from Dell to the end customer, SMEs), and internal sales teams responsible for these customers. The aim was to use a cashback incentive scheme to encourage these companies to purchase Dell products.



PROCESS

- Aximpro used the ChannelValue® software to create a dedicated website for the cashback incentive, based on Dell's CI guidelines.
- The incentive included four product qualifying categories. The customer needed to purchase between five and 100 products to qualify for the cashback.
- Once a customer had been successfully inspired to purchase between five and 100 qualifying products, they could register on the "Bienvenue chez Dell!" portal. From there, they could upload copies of invoices and their bank details for payment of the cashback.
- Aximpro assisted Dell with promoting the program to the target groups, providing marketing support to the sales teams.
- These prospective customers were also contacted by telephone by sales agents, and these sales agents in turn were motivated to close the deal through an internal incentives scheme.
- Aximpro then proceeded to verify all invoices received according to criteria specified by Dell, then transferring the cashback to the customer's account.
- The tool is also used to keep customers informed, while the reporting module allows Dell to track progress and other insights in respect of defined key performance indicators.

OPERATIONS

Aximpro took care of the entire execution of the cashback program: planning, portal design, the one-page flyer, communication, French-language texts, verification of invoices, and finally the payment.





RESULTS

Dell had already observed great success with the cashback programs Aximpro had executed on its behalf in other EMEA countries, so it was no surprise that the French campaign had a similarly positive effect on sales figures and other KPIs.

Over the course of the program, Dell France observed a +150% increase in sales in the respective product categories and a +50% increase in sales from new customers – clear numbers that speak for themselves.

RESULTS

Participating sales agents also reported encouraging feedback from customers happy to feel supported in the growth of their companies with discounts on the latest technology.

Everything was ready for launch within just 4 weeks of the initial consultation.

„THE PROGRAM HAS BEEN A REAL SUCCESS. RIGHT FROM THE START, AXIMPRO HAVE MADE THINGS EASY FOR US. THEY HAVE TAKEN CARE OF THE CASHBACK PROCESS FOR OUR CUSTOMERS AND INTERNAL SALES STAFF, AND WE ARE VERY IMPRESSED BY HOW SMOOTH AND QUICK EVERYTHING HAS BEEN. THEY KNOW WHAT THEY ARE DOING.“



Karim Bousedra
Marketing Manager: End User Solutions
Dell EMC
Dell France



SIE MÖCHTEN WISSEN, WAS WIR FÜR SIE TUN KÖNNEN?

Bringen Sie die Dinge ins Rollen – kontaktieren Sie uns.

JETZT TERMIN VEREINBAREN