

Case Study - Nokia

Challenge

Nokia were looking for ways to:

- Incentivise retailer salespeople to sell Nokia products and encourage brand loyalty
- Interact and involve the re-seller salespeople
- Reward individual salespeople who sell Nokia products directly to end-users
- Differentiate the brand from its competitors (with salespeople)
- Position Nokia as being supportive to re-sellers

Solution

“Nokia & you Rewards Support Line”

This service is a rewards program that would excite salespeople whilst offering the interactivity of a 1300 rewards support line with a switch to live operator ‘support’ service.

The Nokia&you Rewards Support Line offers a number of menu options, including a recorded service that can ‘talk’ the salesperson, through the www.rewards.nokia.com.au website logon, registration and rewards points redemption process.

The rewards on offer are broad in appeal and range from electronic goods to home wares.



Results

The campaign has been quickly adopted by the salespeople of Nokia's channel partners, and continues to operate successfully.

- Over **13,000** calls in **18 months**
- An average of over **700** calls per **month**
- Website offered further interaction and 'support'
- Extremely high rate of re-seller participation

