

Case Study

Creating an Award Winning Dealer Incentive & Loyalty Program

Humanscale is a New York City-based modern and ergonomic office furniture manufacturer. Core products include a suite of cutting-edge standup desks, chairs, and other office accessories. The company needed a channel solution to help re-build and manage their B2B channel partner sales incentive programs among their designers and other partners.

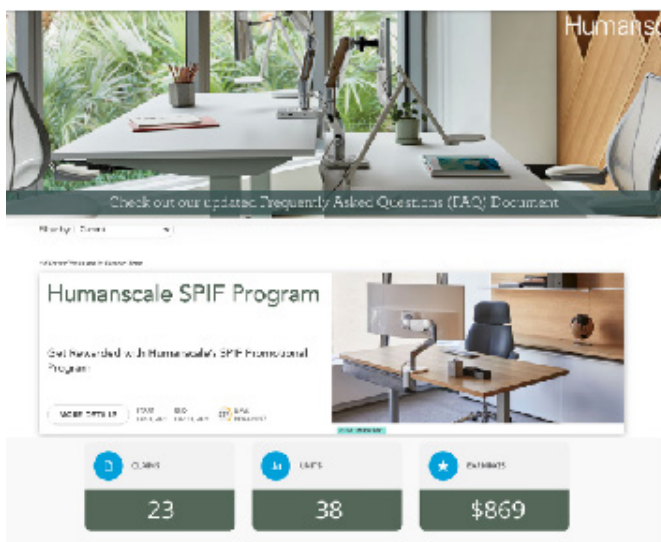
Objective

In the incumbent program, invoices submitted for payouts were manually collected and validated internally – causing delays in payments and leaving room for error. The program was also limited in flexibility, with desires to create and run personalized incentives quickly and efficiently across different audience groups. Within incentives, Humanscale had nuanced requirements in payout logic including a need to split payouts across several individual sales reps for the same deal. This capability is key for their indirect selling model, since more than one individual or team impacts the sales transaction in a rewardable way. For example, a sales representative may sell an office chair to a customer who was consulted by a designer who was overseen by a project manager.

Solution

Humanscale's program kicked off as a single promotion to the Midwest region and eventually expanded nation-wide and to Canada. The program was built to foster a robust incentive program design with the technology to incorporate multiple product lines and product bundles with custom volume-based promotions across the North American channel population.

Humanscale and Dash Solutions teams designed a program with a simple and effective process for collection, validation, and payout of submitted sales claims. The software automates the validation



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process, mapping claim entries with source sales data. The approach adds an extra layer of manual validation for good measure. Payout times are not only faster than before, but also more sophisticated. A single payout can be split on a percentage basis among multiple team members, such as Project Managers or Designers, creating a cohesive team-based reward experience. A custom and unique claims validation process put the heavy lifting on to the efficient and accurate, with sped up payout time for the participant.

All program components live in one central and easily accessible program, where participants enroll, see communications and company developments, get incentivized, receive payouts, and redeem for their rewards in one seamless environment.

Results

With the 2020-2021 North American expansion, the program audience grew over 500% to over 2,500 participants spanning across the US and Canada. The market conditions of COVID-19 presented an opportunity as desks, chairs, and other office accessories were in very high demand for people's homes.

Humanscale's investment in a scalable channel incentives solution helped handle the influx of volume and sales and even flex to the market. The automation and strategic design helped the program scale and pivot to changing market conditions, resulting in:

- 400,000 new products sold through the program
- \$5.3m in payouts for the year
- 10x increase in products sold per participant (adjusted by population)
- 8x increase in payouts per participant (adjusted by population)
- 2022 winner of Incentive Marketing Association's (IMA) *Excellence in Innovation & Technology* award

