



Driving Engagement and Brand Loyalty for Milwaukee Tool

Milwaukee Tool is a leading Northern American OEM for market power tools based out of Brookfield Wisconsin. They came to Dash Solutions to build mindshare, drive engagement, and boost loyalty among their Dealer Service Reps (DSRs) in a strategic effort to create “Brand Champions” in their Milwaukee Red Rewards Program.



OBJECTIVE

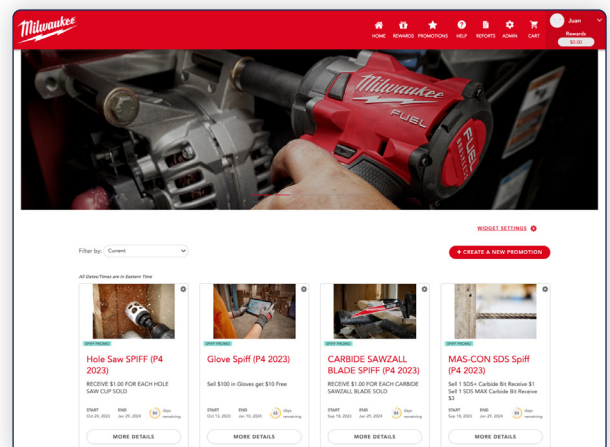
Milwaukee Tool had a uniquely positive problem. Due to the global popularity of the Milwaukee Tool brand, they needed a centralized rewards program to accommodate their growth and scale. They needed a promotion management program that could accommodate multiple promotions, across diverse products, targeted by specific audience attributes and rewards in a fun and engaging way.

Red Rewards was implemented with Milwaukee Tool’s business goals in mind- in a creative, consultative, and distributor friendly way. The existing program lacked flexibility and tailored services required for the program to effectively scale with their own growth. For example, with many SKUs to incentivize, Milwaukee required a solution that would enable various incentives, running simultaneously, each with unique logic and targeted to specific audience segments. A key phase of the implementation process involved a deep scope and formal outlining of the detailed logic and requirements for the solution. This was an important part of the process to ensure that Dash was launching a mature solution that met Milwaukee Tools needs to remain competitive.

SOLUTION

Dash Solutions worked with Milwaukee Tool to design, build, and launch the highly coveted Milwaukee Red Rewards program. The program, available to all dealers nationally, hosts ongoing quarterly and annual promotions, SPIFFING different products and accessories, each with specific rules and payout values creating valuable and unique incentive experience. Products incentivized range from smaller accessories typically cross-sold such as any style tape measurer, to sophisticated tools like rivet guns at higher payout amounts permissioned for specific models or SKUs.

The program incentivizes about 4,500 USA-based Milwaukee Tool DSRs, along with strategic account managers and other participants, motivating them to recall and sell their brand during customer interactions. Through a diverse assortment of unique promotions across hundreds of different products and differing payout values, Milwaukee Tool Red Rewards utilizes an engaging digital platform to drive the channel sales behaviors that are most important to them. Milwaukee differentiates their brand from others through a highly branded and engaging user interface. On the backend, administrators have more control over program management and insight, including advanced reporting, budget controls, claims administration and more.



Upon registration to the Red Rewards program, personalization is immediately apparent with Milwaukee Tool branding and relevant features and modules to the user based on variable program permissions. Depending on hierarchy and permission levels, relevant user data is shown and captured, enabling DSRs and other participants to experience a targeted and consistent journey. After secure log-in to the homepage, specific audiences see only the incentive promotions that are targeted to them, keeping the program relevant to the user and helping to drive engagement, loyalty, and mindshare.

RESULTS

Performance results and qualitative program evaluations are overwhelmingly positive as the program has become far more engaging, interactive, and relevant to participants. By leveraging Dash Solution's flexible promotion and offer management platform, Milwaukee Tool has been able to measure ROI through a configurable solution that offers both year-round loyalty but can also flex to run shorter term offers to measure success and results in a centralized manner.

After taking over program in 2021, there were 125 active users that had submitted only 1,000 claims total. Fast forward to 2023, and they're sitting on 4,500 registered users, which is over a 36x increase in program registration from 2021. Staggeringly, every single month has seen participant growth for the program since launch. Along with audience growth, average monthly sales submissions have grown to over 40,000 approved claims per month in 2023, a 40x increase from the monthly average year over year.

Milwaukee Tool and Dash Solutions continuously work to review and optimize the program to keep it improving. We're excited about the results and look forward to continuing to drive positive results for the Red Rewards program.

36x increase in registered users on the platform

40x increase in approved claims per month Year over Year

**"[Dash Solutions] is a great partner and their partnership means a lot!
Every issue or idea I have they are willing to explore and try to find a solution for!"**

- Kendra, Milwaukee Red Rewards Program Administrator

Want to learn more? Email us at sales@dashesolutions.com