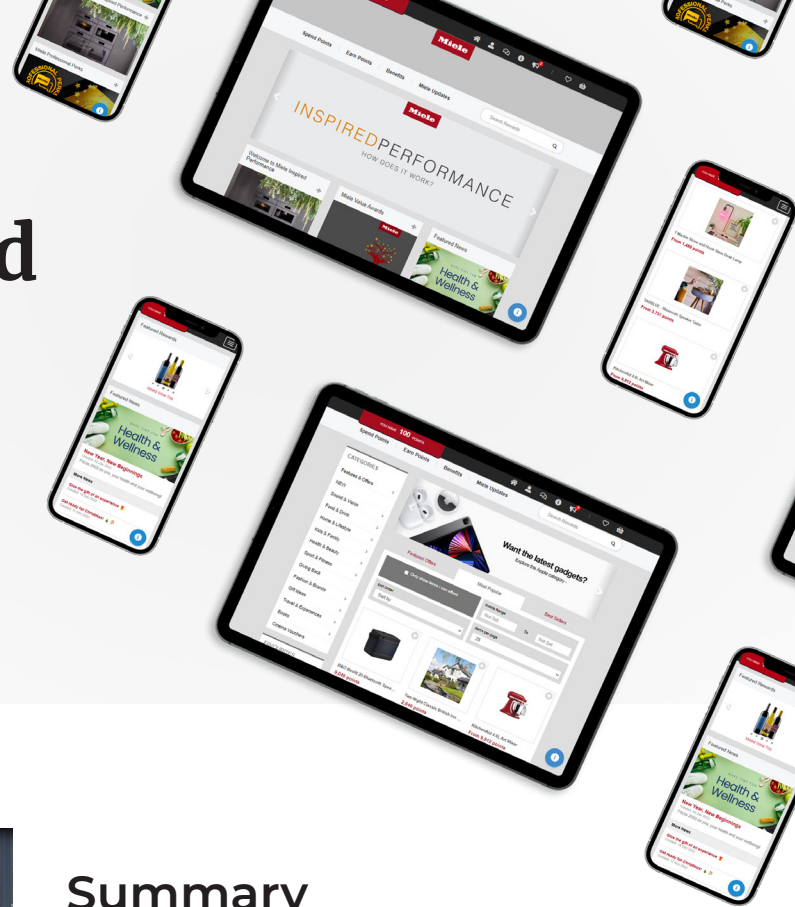


How Miele Acheived a 63% Increase In Sales Through The Pandemic



Summary

Miele strives to produce the highest quality products possible, including domestic appliances, as well as machines for use in commercial operations and medical facilities.

The strategic vision is to be the world's most trusted and desirable premium brand.

The Challenge

With a high-end product range in a competitive industry, Miele needed to be more effective with how to communicate the value of their products to their end-customers over alternative options.

Miele identified lack of knowledge on product quality was instrumental in consumers choosing other products leading to Miele missing out on sales. They recognised competitors were offering sales incentives programmes where Miele never had.



The Solution

Incentivesmart used the core functions of their purpose-built loyalty platform to create a bespoke solution for Miele.



Simple & Friendly Claims Process

Integrating with Miele's SAP ordering system enabled daily sales feeds into the reward platform, in turn delivering an efficient sales claim process.



Product & Brand Information Hub

Providing easy to digest product knowledge information integrated into the reward platform resulted in regular engagement and increased sales performance.



Points Awarded for Sales

Individuals can set their own reward objectives, tag their preferred rewards then automatically receive notifications to nudge them towards their targets.



Points Awarded To Employees

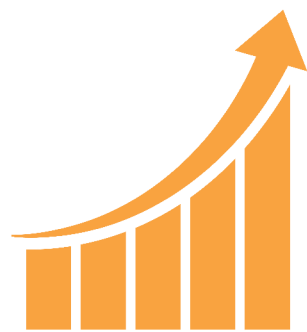
Employees who demonstrate their commitment to Miele's brand values earn points for delivery great service, achieving objectives and sales contribution.



Rewards Collection

With over xx rewards across the curated catalogue, programme users are offered maximum choice for the points they earn.

The Results



63%
increase
in sales

49%

increase in users claiming points

63%

increase in products claimed and awarded points

"We have successfully used Incentivesmart for over 12 years to grow our independents sales channel, with regular feedback that the service and offering they provide is market leading.

Would recommend in a heartbeat."

Category Manager