

Change the dynamics of your business channel

As a result of working through distribution channels, Building Product Manufacturers often face challenges where they have limited control over engagement with their small customers:

- Disconnected from end customers, and unable to market direct to them
- Unable to run targeted promotions that will definitely reach end customers
- Lack of data from your channel on end customer buying patterns
- Unable to ensure your product is offered against customer enquiry
- Unable to cross sell other products in your range

New to construction, **RewardStream** is a solution to this that builds on an approach adopted in consumer and other B2B markets. It is an online loyalty ordering platform where customers can order products BUT still have orders processed (via transfer of order) by their chosen distributor, merchant or wholesaler and at their same negotiated prices, thus keeping the channel as a key stakeholder.

RewardStream can add significant value to your business, and for an investment that is likely to payback within the first 12 months, with the potential to positively change your business dynamic forever.

Benefits to the Customer

- Loyalty points on all orders (to spend on further products)
- Access to extra promotions
- Access to a "buyers club" with specific offers / information / education & training

Impact on the Channel

- Very little, other than that orders are transferred from RewardStream site, rather than coming direct from the customer

Benefits to You

- A cost effective method of building relationships with small customers.
- More control of channel and customers.
- Detailed ordering data to drive targeted marketing allowing bespoke promotion against specific product purchasers.
- An audit mechanism to monitor product usage in situations where a volume rebate is paid to an end user such as a house builder.
- Ability to reward buying behaviours and encourage increase in spend and stretch of customer wallet across brands.
- Provides capability to sell direct (in whole or in part) if and when required.
- Greater negotiating power with your distributor as you increasingly route enquiries to them.
- Closer end customer relationships

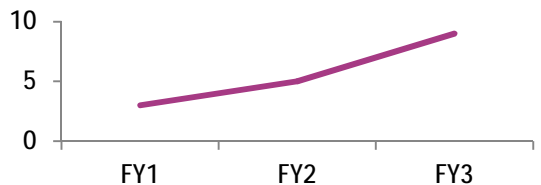
To give you an example of how this can work, please see the case study overleaf.



Case Study Dental Manufacturer

The target was to give this Dental Manufacturer control of its relationship with its end customers (dental surgeries) reinforce a market-leading brand presence and reverse a decline in market share of key market-leading brands. Launched in February 2011, the **RewardStream** platform achieved the following results:

- ✦ Gained over **75%** of the target market of the client's customers as registered users
- ✦ Processed growing order traffic: from £3million in FY 1 to over £5million in FY 2 (a 65% increase) and on target for FY3 to deliver approx. £9million (a 70%+ increase)
- ✦ Reversed a decline in market share of the company's 7 leading brands (previously declining at 7.5%)
- ✦ Increase in average brands purchased per customer from 2 brands up to **4.5 brands**
- ✦ Shown breakeven on project costs within **6 months of launch date**
- ✦ Provided access to detailed data on each customer's **ordering habits**
- ✦ Created a **channel** for targeted marketing to each customer
- ✦ Allowed **data driven promotions** in-basket specific to each customer's buying habits
- ✦ Allowed **role-driven marketing**, segmented to differing audience types
- ✦ Given the client control of the channel **WITHOUT** upsetting the current channel stakeholders



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