



PREPAID CARD SERVICES

CASE STUDY: CHANNEL INCENTIVE PROGRAM

OVERVIEW

A leading premium furniture manufacturer with current annual sales of over \$1 billion and over 5000 employees. The company relies on a global B2B network of channel partners including retailers, dealers, distributors and contractors to drive their product sales.

CHALLENGE

This internationally-renowned brand with growing sales had outgrown their incentive system, which no longer offered the flexibility, efficiency and security required for their growing business.

The furniture manufacturer was manually creating promotions and issuing a multitude of monthly paper checks to support their incentive program. They were wasting a lot of time and effort managing checks when that effort could have been allocated to increasing channel partner engagement. Not to mention, lost checks, incorrect award amounts, and reissuing checks.

When JNR partnered with this client, they were looking for a very simple, low touch solution. A digital platform that was easy to understand for themselves and participants within the program (channel employees).

JNR'S SOLUTION

For our client's incentive program, we converted it from a check-based system to prepaid cards. Using the cards allows for a simpler, faster, and measurable solution. With prepaid cards, they do not have to worry about the long and archaic process of issuing a check. Recipients no longer have to worry about physically receiving a check every month, depositing the check, or requesting a reissue for a new check if the check never made it in the mail.

JNR also provided a digital platform for all stakeholders. There is an administrative access which our client utilizes to supervise the program and gain added visibility through reporting. Participants interact with the program through the digital platform, reducing the need for participants to call the client for program inquiries.

DIGITAL PLATFORM

Some of the capabilities for program administrators on the digital platform include:

- Channel sales representative management (request and approval process)
- Management of channel locations (adding or removing)
- Ability to extract enrollment, reward, and invoice reports
- Ability to create targeted promotions and notifications
- Reward file upload feature
- Automated dispersion of reward to participants once the invoice is paid.

JNR's platform gives our client the type of simple, user-friendly solution they were looking for. They are able to utilize and supervise the program efficiently while focusing on growing their sales. A large aspect of the incentive program is now hands-off, and the client can award the channel employees quickly while also being able to see their program success. JNR also handles all customer service related issues for the client.

WHY JNR

Before our client partnered with JNR to optimize their program, they were manually dispersing checks to reward recipients. As their sales increased, they wanted a simpler, more scalable solution that would allow them to focus on program growth rather than program administration and management. JNR provided the client exactly that. With an online platform to manage the program, while removing check disbursements, our client has been able to focus on sales and channel engagement.

JNR's solution also has other benefits for our client such as:

- Increase in program participation (growth in the program)
- Increase in award funding each quarter due to increase in participant engagement
- Client branded prepaid cards empowering participants each time the card is utilized
- Analytics to see the success as per each participant, channel partner, or the program as a whole
- Capabilities to see program growth over time through metrics and reporting by our client success team.

Thanks to workflow automations, our client was able to significantly reduce overhead resources and focus on growing their program, adding new dealerships and increasing channel partner engagement. The client is content with this new solution and the number of program channel participants continues to grow. At this success rate, participation and funding will only increase each year.

**WE ARE CONTINUALLY INNOVATING
AND ADDING NEW FEATURES TO THE PLATFORM.**

**AT JNR, OUR GOAL IS TO SURPASS
OUR CLIENT'S EXPECTATIONS.
AND ENSURE PROGRAM SUCCESS.**