

Leading UK wide electrical distributor deploys PeopleValue's customer loyalty incentive solution to drive sales



"PeopleValue have delivered Senate Electrical with a scheme that represents excellent value for money. It has been easy to implement, manage and communicate. Importantly the rewards offer something for everyone."

Andrea Foster, Marketing Manager
Senate Electrical



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Andrea Foster, Marketing Manager, Senate Electrical

Company Background

Senate Electrical is part of the Rexel group, a worldwide network in the distribution of electrical parts and supplies. Senate Electrical operate through a network of over 80 branches in the UK, distributing electrical products from leading manufacturers in all electrical areas including lighting, lamps, cables, wiring accessories, safety & security and ventilation.

Senate Electrical offer over 20,000 products including both manufacturers' brands and their own label to circa 30,000 customers in Wales, Scotland and England. With a strong focus on delivering a high level of customer service, additional services include a team of design engineers who offer advice and guidance in the design and application of lighting, security and safety installations.

About PeopleValue

PeopleValue delivers proven loyalty, reward, incentive and employee benefit programmes to a diverse range of organisations. We deliver programmes to a broad range of sectors including retail, pharmaceuticals, utilities, public sector, the hospitality and leisure industry and financial services. PeopleValue have over 150 customers including Whitbread, Royal Mail, Corus, Twyford, npower, RAC, Yes Telecom (Vodafone), and Aviva.

Programme Background and Purpose

The electrical wholesaling market, is like many other markets, highly competitive with numerous retailers and wholesalers seeking to encourage electrical contractors and end users to purchase their products and supplies. In order to drive customer loyalty and acquire new customers, Senate Electrical have traditionally used incentive programmes to drive sales.

In 2009 Senate Electrical made the decision to review their sales incentive scheme and selected PeopleValue to introduce a new sales incentive scheme based on its eReward platform.

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The Solution

In 2009 Senate Electrical engaged PeopleValue to deploy their sales incentive scheme. PeopleValue's eReward platform has been designed specifically to meet the needs of companies like Senate Electrical looking for proven and impactful way to motivate and reward achievement against performance goals.

Senate Electrical had built up considerable experience of running programmes of this nature. Called Senate Electrical Rewards, the scheme is based on their 80+ wholesale branches putting forward customers for the programme who once signed up, are then awarded points based on performance against agreed targets. The Senate Electrical customers are then able to go to the fully branded Senate Electrical Rewards website, created by PeopleValue, to check their points balance and redeem their awarded points should they wish to do so.



“One of the keys to making our scheme work is the website. PeopleValue provided us with a fully branded, secure and easy to navigate portal for our customers to access their rewards. The PeopleValue solution also gives us the flexibility to offer specific rewards targeted at sales of identified product lines such as our own brands.”

Andrea Foster, Marketing Manager, Senate Electrical

The PeopleValue eReward platform upon which the scheme is built is a flexible, innovative, totally secure and fully auditable system that makes it easy to make awards and at the same time provide rewarded participants with an almost limitless number of reward options. A participant may choose anything from experiences and days out to electrical goods, holidays, major high street vouchers, gifts, books and CDs/DVDs.

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The scheme is extensively and regularly communicated to the customers and branches using Senate Electrical’s in-house communication channels and a wide range of other targeted communication mediums such as email and SMS.

Built into the eReward platform is a range of administrative and management reporting tools that allows changes to be easily made such as the amendment of account details and the ability to generate real time online management information. For Senate Electrical the system generates a wide spectrum of management information including branch and customer sales data.

The role and value of PeopleValue

PeopleValue have extensive experience of working with organisations like Senate Electrical in creating and deploying successful customer loyalty and sales incentive programmes. Based around the function rich PeopleValue eReward platform, the deployment of each scheme is designed around the customers’ needs, ensuring that it is built to meet their objectives.

“PeopleValue was able to provide us with an extensive range of support services, from communication support through to on and off line design services. In addition PeopleValue’s solution comes with a range of management information capabilities which we were able to modify to meet our requirements,” said Andrea Foster.

Though regular contact with and support from the PeopleValue programme team Senate Electrical are able to make ongoing changes and enhancements to the scheme. This inherent flexibility in the eReward platform allows the Senate management team to rapidly reflect any changes in their business priorities and the trading conditions in the scheme’s design and deliverables.

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PeopleValue delivers a:

- highly experienced and knowledgeable multi-disciplined team including IT, communications, motivation, design and marketing specialists
- set of proven solutions that are continually improved and refreshed that are capable of delivering a rapid ROI
- simple to manage, use and easy to administer online scheme
- rich and wide range of reward choice
- extensive understanding of the processes behind reward and incentive schemes
- full suite of management and measurement reporting tools
- experience in introducing and administering schemes of all sizes and complexity in a wide range of industries and organisations

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