

CASE STUDY



Client: Hawley-Hazel-Colgate Palmolive
Solution: Partner Relationship Management

Hawley & Hazel Chemical (H&H), a joint venture with Colgate-Palmolive, is involved in the manufacture of components for oral care products, e.g. Darlie and Colgate toothpaste, toothbrushes and personal care series of Palmolive.

THE PROBLEM

H&H's successful brand image and channel development resulted in an over 60% market share in Taiwan. But, to keep ahead in the ever-changing market, and continue its expansion plan, H&H-CP needed a complete channel strategy. Specifically, it wanted to:

- Further increase the volume of purchase by the channels, and completely edge out competitors.
- Build a strong, technology-superior channel management system without disrupting the existing one.

THE BUSINESS CHALLENGE

Given that H&H had a strong presence in the market, SurfGold had to:

- Develop improved methods of communication that increased wholesaler loyalty, while reducing the overall cost of communication.
- Suggest and implement strategies to further increase sales on a continual basis.
- Build a modernized system that allowed real-time monitoring of sales and effective partner management, while reducing conflicts between general trade and modern trade.

THE SOLUTION

To achieve these objectives, SurfGold proposed:

- A sell-in program for the general trade channel to strengthen loyalty.
- Design of a cost-effective communication strategy using online features.
- Regular promotions to maintain interest and generate more sales.

THE IMPLEMENTATION

SurfGold devised a points-based promotion scheme which allowed channel members to earn points on each product purchased. This ensured total volumes remained stable and also warded threats from modern trade channel. Additionally, regular schemes to maintain interest were part of the solution to improve sales. In addition, an online Website was designed with features such as:

- Separate login for different types of members.
- Exclusive content and SP for different members.
- Facility to check online the incentive points.
- Additional reward points for using the Website.

THE RESULTS

SurfGold's PRM solution ensured:

- Increase in member purchasing frequency.
- Better sales volumes.
- The whole channel from distributor to retailer were targeted.
- Sales for particular products using online tools.

Highlights

- The high-quality redemption items fitted in with the member's needs.
- More sales promotion for diverse SKU every month in general trade.
- The online PRM program reduced communication costs drastically.
- Member's purchasing quota for the quarter increased significantly.

