

CASE STUDY



Client: Motorola Asia Pacific Limited
Solution: Partner Relationship Management

Motorola has built up a significant presence in Hong Kong over the past 36 years. Specifically, the sales department of Motorola Asia Pacific is responsible for the sales of Motorola handsets in the Hong Kong region.

THE PROBLEM

For Motorola Asia Pacific, promotions directed at end-users through the channel were a method to increase knowledge about customers, and build loyalty among them. However, Motorola felt the need for:

- A strategy that allowed a single platform for joint promotion with all the channels to reduce inefficiencies in promotion schemes.
- Process re-engineering to improve resource allocation and helping the channel sell out better.
- Enhanced CRM tools for better understanding of the customer, and channel sell-out status.



THE BUSINESS CHALLENGE

Given our expertise in providing an integrated solution with increased choices for customers, Motorola approached SurfGold to:

- Revamp promotion schemes for joint promotions across channels.
- Provide marketing strategy to increase sales.
- Design and build a flexible customer acquisition platform and program.

Motorola sought SurfGold's domain knowledge and one-stop solution to provide a comprehensive loyalty management solution

THE SOLUTION

Before taking a full-fledged dive into different activities, SurfGold proposed an initial exploratory period.

- Motorola initially became SurfGold's client as a co-branded Partner which allowed Motorola to leverage SurfGold's member database and redemption catalog.
- In a year's time, Motorola was ready for a higher-level of interaction and personalization. A more comprehensive loyalty program—'MOTO Reward'—was designed to meet objectives of increasing sales and running better promotion schemes.
- Monitoring tools were designed for evaluation of sales data.



The 'MOTO Reward' website allowed members to register, earn 'MOTO points' on sales and track their point accumulation and redemption details

SOLUTION IMPLEMENTATION

'MOTO Reward' utilizes an online platform to capture personal data of customers and sales data. Some of the features were:

- Strategic modules that allowed Motorola the flexibility to implement different sales strategies.
- An online shop with real-time credit card payment.
- The online platform allowed increased sell-thrus from channels which led to more stock-ins from Motorola.
- A points and discounts scheme with online redemption features. Customers could accumulate points for better rewards.
- Wastage was reduced as the online tool allowed effective stock management of reward items
- Sophisticated monitoring tools that allowed Motorola management to view anytime, anywhere real-time sales data filtered on different parameters. At Motorola's end, this meant a functional revamp of their operations to ensure increased efficiency.
- The technology solutions enabled better acquisition of customer information and thereafter superior customer profiling was possible.



Members could redeem their points against a number of items in SurfGold's redemption catalog, thereby giving them more choice

HIGHLIGHTS OF THE PROGRAM

- Real-time monitoring tools increased efficiency leading to higher customer satisfaction levels.
- Increase in sales achieved through strategic sales modules. The online platform allowed joint promotion schemes for monitoring, implementing or closing on real-time basis.
- Customer dissatisfaction was reduced as they could redeem their points anytime before they expired.
- Motorola got different views on how channels could leverage Motorola marketing support for their sell-thrus.



SurfGold is Asia's premier partner relationship management consultancy. We develop, market and implement incentive-based strategies and technologies to build loyalty and reward long-term relationships.