



Client: Inventec Appliances Corp.  
Solution: Partner Relationship Management

*Inventec Appliances, with headquarters in Taiwan, is a leading provider of mobile phones, wireless LAN devices, smart handheld devices, calculators and Internet appliances that are sold under the brand name OKWAP.*

## THE PROBLEM

Inventec was deeply committed towards increasing its market share in the mobile phone segment, but had to contend with a high channel development and alliance cost. Lower levels of brand awareness, and missing consumer information compounded Inventec's problems of enhancing sales volume and market coverage.



## THE BUSINESS CHALLENGE

Inventec sought SurfGold's strategic insights in Partner Relationship Management to increase volume sales and market coverage. Specifically, Inventec commissioned SurfGold to:

- Increase market share to over 9% and deliver the 2nd highest market share in Taiwan, next to Nokia.
- Implement a relationship management solution that will endear the channel to OKWAP.

## THE SOLUTION

The challenge lay in devising a solution for OKWAP that could uniquely identify sale details at the retail level and capture customer information. Towards this end, SurfGold formulated a Partner Relationship Program targeted at retailers. An innovative strategy was devised to capture customer information at the point of sale in the form of a points reward program incorporating the following steps:

- Tracking the IMEI bar code of each mobile.
- Awarding points for retailers when they sent back the customer's reply/warranty card with the attached IMEI B copy.
- Verifying the retailers contribution.
- Recording authentic customer data.

# CASE STUDY

## SOLUTION IMPLEMENTATION

The points reward program for retailers in Taiwan was implemented by SurfGold in a record 4 weeks time. This included an integrated system with multiple features.

- The system included the entire OKWAP products catalog, tracking of points list, redemption items catalog, a news publishing system and customized back-end report system.
- SurfGold was able to generate customized reports for OKWAP.
- Real-time reports were generated to reflect up-to-the-date market status of inventory.
- The customer data gathered was integrated with the after-sales service database.



The entire program was launched nationwide with details of the program, the application form and redemption catalog reaching out to every retailer in Taiwan. In addition, the program included:

- Incentive points for new members.
- Weekly promotions for higher points.

“With SurfGold’s strategic advise, we managed to create a big impact on our channel loyalty and development program

Jessy Lee,  
Assistant Manager, Marketing & Sales, OKWAP, Taiwan.

## THE RESULTS

In a span of five months after the roll-out of the PRM program, Inventec managed to

- Increase its market share and volume sales in the mobile market in Taiwan to be positioned second overall.
- Become the number one seller of color mobile phones in Taiwan.
- Acquire customer data for nearly 60% of its customers.
- Win increased support from channels and customers.
- Implement Data Analytics to mine customer data.

### Points to Boost Sales

OKWAP used the points program as a strategic tool to launch various campaigns to increase the average selling price (ASP) of its products. This ensured that the products were sold at the maximum possible price in the period that products typically command a premium in the market. Concurrently, campaigns to accelerate sales of products nearing shelf-life were implemented successfully by leveraging the partner loyalty program.

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