

CASE STUDY

Stimulate Sales Productivity With A Strategic Triptych Incentives Program

OVERVIEW

Privately owned and operated since the mid-1980s, this industry leading winemaking business has grown exponentially over the last 30 years with the launch of numerous original labels and the acquisition of several key secondary labels, both of which have been recognized as some of the top wines in the world.

In early 2018, while working with Triptych's parent company, The Marek Group, on another endeavor, these wine producers saw an opportunity to boost engagement across their wide network of distributors through the use of a Triptych Rewards & Incentives Site. Shortly after the idea was tendered, their original incentives site and first program were launched. Today, their incentives site has grown to run multiple programs simultaneously and support nearly 1,500 registered users nationwide.

"Treating employees benevolently shouldn't be viewed as an added cost that cuts into profits, but as a powerful energizer that can grow the enterprise into something far greater than one leader could envision"

HOWARD SCHULTZ
FORMER STARBUCKS CEO

CHALLENGE

Like many others in their industry, these distinguished wine producers rely heavily on a distributed network of business partners to represent their brand and bring their wine to storefronts around the world. Although this business model has been a tried-and-true strategy, it's not without challenges.

Faced with the increased difficulty of maintaining their brand image and driving sales growth without direct visibility and control, along with the challenge of earning partner loyalty, they saw an opportunity to implement an incentives program that would not only set them apart from other vendors working with their partners, but also motivate their partners to follow brand guidelines that increase product visibility.

While deciding to create an incentive program may have seemed like an easy option, trying to execute internally would have been costly, time consuming, and cumbersome. However, through a partnership with Triptych, they were able to streamline and optimize the execution of this program, while maintaining the ability to pivot, change, and adapt the site to keep it fresh and engaging for their distribution partners—both current and future—without having to increase marketing headcount.



SOLUTION

When developing the incentive program with Triptych, their priority was to keep the needs of sales representatives front and center while enabling and incentivizing them to follow brand guidelines and promote specific wine labels to their customers. With these priorities in mind, Triptych was able to help them identify several necessary elements and finalize the overall appearance of the program.

Business Scope included:

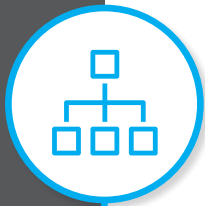
- **A national rewards program** for recognizing top performing sales reps
- **A flexible framework** that could be adapted as the program grew

- **A dashboard** to showcase leading sales reps and their standings
- **A point-based system** tied to the completion of desired actions
- **A rewards site** where accrued points could be redeemed for high-end items
- **An image library** to verify participation and determine proper point allocation

This framework established a program that was capable of changing as the sales reps' needs changed, motivating increased display accuracy to increase sales, promoting healthy competition to drive better results, and inspiring participation for greater program success.

The screenshot shows the 'WineCompany' website interface. At the top, there is a navigation bar with a hamburger menu icon, the 'WineCompany' logo, and a search bar containing the text 'Type to search...'. Below the navigation bar is a horizontal menu with four options: 'NEW DISPLAY', 'SUBMISSION GALLERY', 'PRIZES' (highlighted in yellow), and 'LEADERBOARD'. The main content area is titled 'Prize Gallery' and displays a grid of prize items. Each item is shown in a card format with an image, a name, a model number, and a five-star rating system. The items shown are: Mini BenQ Projector BQ5893, GoPro Camera GP1568, Bose Soundbar BS0932, and Sony Headphones SH9136. Below the first row, there are four more items partially visible: a purple suitcase, a golf bag, a tablet, and a robotic vacuum cleaner.

RESULTS



200%
NETWORK INCREASES



536%
USER INCREASES



817%
ANNUAL GROWTH

Since it kicked off and gathered steam, the program has been modified to include territory-specific leaderboards, giving divisional players the opportunity to earn points on a national level and win additional points on a divisional level. This change increased engagement across the site and ultimately increased sales for specific wine promotions launched on a monthly basis.

The ability to make essential changes like this has allowed the program to grow significantly over the last 4 years with the number of participating distribution companies within the wine producer's network increasing by a drastic 200% and the overall number of participating users increasing by 536%.

Furthermore, between its launch in 2018 and the end of 2021, the number of user redemptions on their incentive site have increased 817% with continuous growth year over year.

As their network of distributors continues to evolve, they work with Triptych to pivot their strategy and align program parameters with existing and changing priorities. Through our initial partnership they brought their vision for an incentives program to fruition. Through our continued partnership and collaboration, they advance their vision and enhance their effectiveness, all while their program continues to grow.



HOW IT WORKS

With the program in place, distributors assemble their wine displays in storefronts across the country and submit pictures to earn points based on the prescribed criteria. This process creates an image library of winning displays to demonstrate how other participants can increase the value of their displays and help motivate them to improve their standing to reach the top of the leaderboard.

The points that participants earn determine their position on the leaderboard and accumulate over time, so they can then be used on the rewards site which is filled with items that are not only high quality, but also modern and functional. Together, the visibility of participant standings and the potential for substantial quality rewards spark competition and encourage ongoing participation.



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