

## Leveraging game mechanics to drive engagement and enhance business performance

Learn how BI WORLDWIDE Canada (BIW) helped a leading National Retail Chain boost entry-level laptop and high-performance laptop sales nationally by implementing an incentive strategy that leveraged game mechanics to drive engagement and spark excitement.

### Objective:

Sell more than 800 laptops nationwide.

### Solution:

BIW designed and operated a 21-day sales incentive for 2,961 retail sales associates using a 'Break the Bank' incentive structure.

### Core program components:

Sales incentive program participants earned a portion of the pre-budgeted prize bank — made up of award points — on a first-come, first-earned basis. This was done by completing specific, pre-determined sales or activity metrics.

Progress updates and site communications kept everyone focused – informing associates how much remained in the bank. This approach:

- Created a sense of urgency by motivating participants to act swiftly.
- Ensured the award budget remained intact by concluding the promotion once the prize bank was depleted.
- Encouraged friendly competition among participants.

### Contest rules:

The prize bank started with 40,000 award points. Associates earned 35 points for each qualifying sale of an entry-level laptop unit priced over \$299, and 60 points for each high-performance laptop unit sold.

### Achieving sales of over 800 laptops nationwide

- **Prize bank:** 40,000 points. Associates earned 35 points per entry-level laptop sale over \$299, and 60 points per premium laptop sale.

Associates  
**earned points**  
for laptop  
sales

- **1,160** laptop units were sold.

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- Total revenue exceeded \$346,840, plus \$107,640 above forecast from 1,160 units sold.

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### Results:

- The prize bank was exhausted 16 days after the contest began – 5 days before the projected end date.
- 1,160 entry-level and high-performance laptop units were sold – exceeding the objective of 800 units by 145%.
- 728 participants, representing 25% of the total audience, sold at least one unit.
- Total revenue exceeded \$346,840 (1,160 units sold at \$299 each, not including the cost difference for 36 high-performance laptop units), plus \$107,640 in revenue above the forecast.
- The total cost of the program was \$10,375.

