Hibbert™
A HISTORY OF FORWARD THINKING

How a Fortune 100 Brand Optimized Loyalty & Cut Costs with Data-Driven Insights

The Challenge

A Fortune 100 multinational technology company operates a best-in-class online training and rewards program for retail sales associates across big-box retailers in the U.S. and Canada. This program enhances product knowledge, sales skills, and customer engagement while rewarding associates for course completion.

However, the company faced a critical challenge:

- Lack of reward redemption – Many participants accumulated points but weren't redeeming them, impacting engagement.
- Inefficient procurement – Rewards inventory was not data-driven, leading to mismatched stock levels.
- Need for enhanced analytics – Leadership lacked real-time insights to optimize program effectiveness.

The company sought a strategic partner to optimize reward procurement, enhance data-driven decision-making, and drive engagement.

The Process

Hibbert collaborated with the client's leadership to analyze program trends and uncover opportunities for efficiency. Our Program Management Solution, powered by a Campaign Integration Specialist (CIS), delivered a strategic, analytics-driven approach:

- **Comprehensive Program Analysis:** Assessed historical data, user engagement, and redemption patterns.
- **Data-Driven Procurement:** Identified top-performing rewards and eliminated low-demand items.
- **Strategic Engagement:** Developed a real-time dashboard to track member behavior and inform store merchandising decisions.

The Solution

Hibbert deployed a comprehensive loyalty program optimization strategy, including:

- **Analytics-Driven Decision-Making:** Implemented server-side analytics to track program utilization, engagement trends, and redemption activity.
- **Real-Time Dashboards:** Provided executive leadership with actionable insights on performance metrics and engagement drivers.
- **Smart Procurement:** Optimized inventory management using fact-based data insights rather than manual estimations.
- **Vendor Scorecards & Strategy Sessions:** Established regular leadership meetings to align vendors with program goals.
- **Community Engagement Monitoring:** Tracked conversations in social media and store blogs to understand real-time sentiment and improve rewards selection.

The Results

- **Higher Engagement:** Store merchandising refreshed consistently, leading to increased reward redemptions and improved cost efficiency.
- **Optimized Inventory Management:** Reduced budget spend by ordering only the most frequently requested rewards.
- **Fact-Based Procurement:** Transitioned from opinion-based ordering to data-backed purchasing, minimizing waste.
- **Stronger Program Expansion:** The client expanded Hibbert's analytics framework to additional corporate data areas.

Why Hibbert?

Our analytics-powered program management solutions empower brands to:

- Enhance engagement by making loyalty programs more responsive to customer needs.
- Reduce inefficiencies through data-backed inventory decisions.
- Increase cost savings by eliminating waste and maximizing high-demand items.

Let's discuss how Hibbert can help you drive engagement and efficiency. Contact your Hibbert Account Executive today!

About Our Company

Our rich history includes unparalleled experience in matching a client's extensive market planning with tailored solutions that deliver the industry's most reliable and effective results. We offer our clients the highest quality of comprehensive marketing services available. We are a proven industry service provider ready to take on your toughest marketing challenges.

Visit us on the web to learn more.