

Raleigh UK Ltd

Rewarding trade partners and driving sales with iPad

In late 2012, Raleigh UK decided to set up an incentive scheme to reward independent cycle and accessory outlets who hit sales targets over the Christmas period. Given the option of receiving an iPad 2 or an LCD television, customers overwhelmingly chose to go after the iPad – even though the sales target was much higher.

“We supplied a significant number of our trade customers with a target turnover for 2012, and if they hit that target they’d receive a 19” LCD television or an iPad 2,” explained Barrie Timson, Raleigh UK’s Business Systems Manager. “We have an incentive scheme every year, but the iPad proved particularly popular due to the strength of the brand and the ‘kudos’ associated with it as a product.”

Barrie was particularly pleased with the interest in iPad as the device works well in a retail environment, allowing staff in the cycle shops that received an iPad to use it to interact with customers, increasing engagement and driving further potential sales.

Choosing a device for the Raleigh brand

“We’d been using iPad on our stand at the NEC Cycle show, where we launched the scheme,” Barrie said. So [rolling that out to shops] was a fairly seamless process. We also wanted a product that wouldn’t give us problems in terms of quality – getting returns and such – and the reliable nature of the iPad was a factor in the decision making process.”

Over 60 outlets hit the target required to receive an iPad, and after securing the devices from Jigsaw24, Raleigh chose to dispatch them using their own fleet, to make it clear the iPad was a reward from Raleigh.

Choosing an IT partner for the scheme

Raleigh are no strangers to the Apple ecosystem, as their sales force are supplied with iPhones and their design team are dedicated Mac Pro users. “We’ve always used Jigsaw24 for our Apple hardware and software,” said Barrie. “They’re local to us and have always been very accommodating of our requests. We’ve always had a good relationship and I’d recommend the Jigsaw24 team to anyone thinking of doing a similar thing.” And would he recommend using iPad as an incentive? “Of course it depends on the kind of business you’re doing, but as a product incentive the iPad worked for us. We gave away over 60 devices and we still made enough margin for the scheme to be a success.”

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Barrie Timson – Business Systems Manager, Raleigh UK



Working with...

RALEIGH

In a nutshell...

Who are Raleigh UK?

Internationally renowned bicycle manufacturers (they probably made your first bike), Raleigh have been producing top quality bikes since 1887, and their products are sold in over 100 countries around the world.

What did they need?

A deployment of iPad 2 devices that they could roll out to trade partners who hit their 2012 sales targets.

How did we help?

We provided Raleigh with all the iPad devices they needed, which were then delivered by the Raleigh fleet to outlets that hit targets.

What were the benefits?

Over 60 outlets hit sales targets, and are now using iPad to drive further sales. There’s also a strong link between Raleigh and the prestige of the Apple brand.