

CASE STUDY

LAND O'LAKES PURINA FEED EXPEDITION TO EXCELLENCE

CUSTOMER OVERVIEW

Backed by one of the leading research facilities in the United States and experienced feed consultants, Land O'Lakes Purina Feed LLC develops, manufactures and markets high-quality feeds for beef cattle, dairy cows, poultry, swine, and more.

Land O'Lakes Purina Feed LLC has a recognition program for Retail Feed Salespeople called Expedition to Excellence (ETE). ETE is a points-based program that recognizes salespeople for sales increases.

CLIENT OBJECTIVE

To increase interest and use of the program, Land O'Lakes Purina Feed LLC wanted to enhance the ETE recognition program by giving salespeople more reward options. The objective of increasing active participation in the ETE program was to:

- Improve product sales and Value Improvement Points (VIP) contribution attributable to retail salespeople.
- Improve return on investment of the ETE Recognition Program.
- Improve the motivational value of the program.
- Influence retail salespeople to recommend Land O'Lakes Purina Feed LLC products and programs.
- Reward retail salespeople for influencing producer and dealer buying decisions.
- Improve retail salespeople's perception of company image and their overall satisfaction level.

TARGET AUDIENCE

Land O'Lakes Purina Feed LLC retail "on-farm" salespeople.

RUSSELL ASSOCIATES' SOLUTION

With the original ETE Recognition Program, reward points were only redeemable toward items in a gift catalog. Russell Associates enhanced the program by defining the four areas of recognition and increasing the reward options.

Customer-earned points can be redeemed for catalog gift items, gift cards, or vacation packages. Russell Associates tracks the points as well as the catalog and card redemption of the rewards.

"With Russell Associates, we expanded the rewards to include the more flexible card options."

- Gary Weber

PROGRAM LENGTH

Ongoing program started in 2000

ADMINISTRATION

The rewards program is available online, making it easy for customers to access their program results, order reward merchandise and gift cards, and check their points balance from any computer. Russell Associates staff is also available to answer questions and provide assistance to both customers and Land O'Lakes Purina Feed LLC administration.

PROGRAM RESULTS

Since the program was launched in 2000, approximately 500 salespeople have been recognized. As awareness and knowledge of the program increases, program redemptions are expected to increase.

"The system works well. We met our deadline and people are happy with the outcome."

- Gary Weber