

MORE THAN 12,600 DIGITAL REWARD CODES ISSUED

SUMMARY OF CLIENT:

City Plumbing Supplies, a division of Travis Perkins Group, are a supplier to the heating and plumbing trade. They operate through more than 330 outlets in the UK, providing everything from boilers and copper tubing to bathroom suites and radiators.

OPPORTUNITY:

City Plumbing needed a simple incentive scheme to increase sales of promoted heating and plumbing products among their trade customers.

ACTION:

With the help of Love2shop Business, City Plumbing introduced Plumber's Perks. Plumber's Perks is a trade incentive scheme powered by our digital reward platform, Evolve.

City Plumbing customers are assigned points for confirmed sales of promoted plumbing products. These points are assigned a monetary value, and City Plumbing orders the equivalent value in digital reward codes. These codes are entered into a branded web portal to unlock our reward catalogue. Participants can choose from gift cards,

vouchers, e-gift cards, merchandise, travel and more.

This replaced a previous scheme which relied on plumbers visiting individual branches to pick up their rewards. With Evolve, trade customers register in-branch but don't have to visit an outlet to pick up their rewards.

Love2shop Business also handles customer aftercare, making the process as simple as possible for both both City Plumbing and their customers.

OUTCOME:

City Plumbing are delighted with the Evolve-focused Plumber's Perks campaign.

City Plumbing have praised our customer service, highlighting how easy it is to place orders, and how easy it is for customers to redeem their prizes. They also point to the high quality of the customer service we offered both City Plumbing and their trade customers.

Helen Thorne, of Travis Perkins Group, said, "Plumber's Perks is easy to use and allows vast redeeming capabilities. Love2shop Business covers everything, we're thoroughly happy and couldn't ask for more."



"The process of acquiring and sharing the rewards was painless, and all supported with great customer service."

Helen Thorne, Travis Perkins Group