

PILOT PROGRAM

Case Study



BUSINESS CHALLENGE

An international healthcare company was overwhelmed with developing and maintaining a loyalty program while also adhering to their strict legal parameters.

BUSINESS SOLUTION

E2 took on managing the current loyalty program. Working closely with the client's legal team, E2 created a rewards system that worked for their industry. In less than a year, the client was able to launch two additional nationwide programs.



Legal Team Support

Worked closely with a highly regulated industry's legal team to find a win-win rewards solution.



Over \$17 Million

Dollars participants spent with client in less than a year that qualified for program.



US & Canada

After initial US pilot program, client added a Canadian component for further growth.



More than 300

Number of participants, representatives and managers E2 sent custom communications to.



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