



Case Studies: Online Gaming—increased Revenue

Scenario: How an online slot machine increased market share for a large corporate travel agency.

Problem: An agency specializing in business travel management experienced a seasonal slump in business travel every year around the December holidays.

Typically, in business travel, the client designates the preferred airlines, hotels and rental car service providers. The travel agency negotiates special pricing deals on behalf of the client. However, the client's employees are free to choose non-preferred service providers, which are more costly. Was there a way for the agency to capitalize on the preferred relationships to improve travel during the holiday season and well into the New Year?

Solution: The travel agency chose Strategic Incentives's Incentive Games to give their business a seasonal boost. Known as the 'Jackpot Program', a web-based incentive game was set up to reward individual travel agents when they booked client employees with preferred service providers. Here's how the software supported program worked:

- Agent Benefits- When agents booked reservations with preferred providers, they earned a spin on a web-based Slot Machine. A

spin on the Slot Machine offered a chance to win a variety of prizes such as airline tickets to anywhere in the world, color TVs, DVD players and hundreds of other merchandise awards. The website also displayed each agent's eligible bookings, as well as the number of times they pulled the 'Jackpot' lever, the number of pulls remaining and a history of their rewards.

- Administrative Needs—Managers monitored bookings and ran weekly reports of sales activity through the site's Admin Wizard. The admin section also allowed them to add new users, approve rewards and update bookings. The 'Jackpot Program' has proven to be cost-effective and easy to use 24 hours a day. What a simple strategy for motivating and tracking agents!

Outcome: In the first month of the program, market share jumped 2.5 %. Considering that the agency generates revenues of hundreds of millions of dollars per year, the 'Jackpot Program' provided significant new revenue and a group of satisfied booking agents!

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