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“We like the program! Our customers feel that it’s really worthwhile and extremely rewarding!”- S. DePugh, Promotions Manager for Thermo Pride.



The Industry

Thermo Pride is a manufacturer of industrial and residential heating products for over 50 years and has concentrated on high quality products which last while providing the reliable service and comfort people value.



Key Challenges

- Escalating heating oil prices in 2006 sparked concern as industrial chains and heating oil customers faced significantly higher heating bills and as well shrinking supply and higher demand.
- Source a vacation incentive program that entices industrial chains and dealers across North America to purchase Thermo Pride quality furnaces and air conditioner brands in greater quantities and frequency.
- Find a reliable marketing incentive provider that offers dependable, affordable, exciting travel incentives without compromising customer satisfaction and fulfillment to their end-users.

Odenza Solution

- Weekend Retreat Acquisition & Retention Program: rewards recipients with 3 days and 2 night hotel accommodations when a preset sales target and quota is reached – used to entice new outlet chains and dealers across the United States in 2007.
- Website integration for comprehensive registration and fulfillment procedures, and customized for travel itinerary and hotel destination selection:
www.tickets.odenza.com
- Full-service travel agency and fulfillment house – knowledgeable travel agents and informative customer service support.

Implementation

Thermo Pride utilized travel incentives since 2002 with an incentive company that had become non-operational in 2003; Thermo Pride revived their acquisition and retention program using Odenza incentive travel program – the incentives were promoted in newsletters, contractor publications and throughout their sales offices across North America.

Key Marketing Benefits and Results

The program emphasized their commitment to 100 percent client satisfaction and reinforced their brand presence in the industrial heating market. Odenza’s travel incentive program increased annual sales for Thermo Pride products and services by 15 percent!

Odenza Client satisfaction rating: 8 out of 10

“Odenza makes processing and ordering quick and painless!”

– S. DePugh, Promotions Manager for Thermo Pride.



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