

# “Everything you need to increase sales!”

*J. Ryder Group*  
A Family of Companies



**Q&A WITH JACOB GUSSIN,  
DIRECTOR FOR J RYDER GROUP  
IN BLOOMFIELD HILLS, MI**

## KEY CHALLENGES

### WHY DID YOU DECIDE TO TRY OUT ODENZA'S TRAVEL INCENTIVES?

“We had been previously doing business with another incentive company, which ended up going out of business. I knew that we wanted to find an alternative, but to also make sure we were dealing with one that had a solid reputation and was doing very well in its industry. That’s how we came across Odenza.”

## IMPLEMENTATION

### HOW DID YOU IMPLEMENT OUR PRODUCTS INTO YOUR PROGRAM?

“As a company, what we do is provide pre-guaranteed prizes for golf tournaments across the country. We used your sports and events tickets, as well as 5-day cruise offers. Given we already have a standing with golf tournament organizers, we didn’t have to do too heavy of a marketing push – they know what we do and the benefit we provide.

We listed the incentives as useable prizes on our website and complemented that with a softer social media push. In the end, it’s more about the quality of the incentive for us. We have the clients; we just need to know what we’re providing them is of good quality.”

## RESULTS

### WHAT HAS YOUR EXPERIENCE BEEN LIKE WORKING WITH ODENZA?

“It’s been fantastic thus far. Of course, it’s still early days, but what we have experienced with you guys over the past number of months has already been much better than what we experienced with our previous incentive provider. There were a lot of complaints and a lot of headaches with them that we just haven’t had to deal with with Odenza.”

### WOULD YOU RECOMMEND US TO OTHER BUSINESSES?

“Oh, yes, to any company looking for incentive solutions, you’d be the first name I bring up.”

## SATISFACTION RATING: 9/10

### HOW WOULD YOU RATE YOUR EXPERIENCE WITH ODENZA ON A SCALE OF 1 TO 10 AND WHY?

“I’d give you a 9. The experience so far has been great – everyone on your end has been so helpful, which means this entire process has been really simple and effective for us.”



**Odenza**<sup>®</sup>

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