

ALLSTEEL®

Co-op Fund Management



MARCOM

Allsteel, part of HON Industries, is a high end office furniture company. They pride themselves on customer service and quality. HON and Allsteel were named Fortune Magazine's Most Admired Furniture Company in 2003.

CHALLENGE:

In tandem with processing dealer literature requests, Marketing Alternatives was also asked to devise an online system for tracking and managing the annual co-op literature allowances set for each Allsteel dealer.

SOLUTION:

Using its proprietary web-based MARS reporting system, Marketing Alternatives linked Allsteel's dealer database to the preset allowance amounts for each customer record. Each time a dealer literature order is processed, the system debits the cost of the literature plus shipping against the dealer's literature allowance.

When the Dealer Literature Fund Management program was initially established, Marketing Alternatives assumed responsibility for invoicing overages to dealers who had depleted their allowances at the end of each month. In an effort to reduce paperwork and manage expenses more closely, a new policy requiring credit card payment at the time of ordering has been instituted for dealer literature accounts that have been depleted.

Allsteel now has a real-time means for tracking dealer literature allowances and is better able to recoup costs that exceed the established co-op funds that are set aside annually for each dealer.

