

# Largest attraction operator in Asia – we increased agent effectiveness via tailored segmentation and trade marketing management

## Client context

- **Largest Attraction in Asia** with over \$7 Billion in sales, 20 mn attendance and half of white tigers in the world
- **Increasing and unbalanced commission spending with flattening sales**
- **Managing 2000 plus agents without sales control nor transparent tracking**
- **Losing control of internal sales team**

Client name: X  
Team set-up: X  
Fees Structure: X

## Approach

- **Developed a segmentation approach** to group 2000 agents into 7 meaningful groups with only 200 requiring active management and close monitoring
- **Designed a differentiated mechanism to allocate commission and trade marketing spending**
- **Simplified product offering for easy communication and sales training**
- **Revamp sales control along 13 key dimensions**

What was unique: X

## Impact

- **Reduced commission and trade marketing spending with 20-30% sales increase**
  - 16% cut in commission spending
  - 9% cut in trade marketing spending
  - Top tier agent enjoy more commission allocation (from 35% to 65%) and trade marketing spending (from 25% to 45%)
- **Product offering significantly simplified from 7000 SKU to 500 SKU**