



Case Study

ISUZU COMMERCIAL TRUCK OF AMERICA, INC. DRIVING BRAND ADVOCACY

Isuzu Commercial Truck of America, Inc. entered the North American market in 1984 with a line of commercial vehicles that offer outstanding performance, durability, and low cost of ownership. In 2004, the company wanted to update its check-based payment system and improve incentives for Isuzu Commercial Truck sales associates to drive the brand's continued success as the best-selling low cab forward truck in America.

“Adding a benefit for restaurants and service stations adds great value, because our sales associates use these locations for business every day. They have been satisfied with the product since its inception because of Onbe's efficient payments and excellent customer service, so we are looking forward to expanding this program to further support our team in the future.”

—Michael Kennedy

Manager of Retail Development, Isuzu Commercial Truck of America, Inc.



THE OPPORTUNITY

Isuzu recognized the opportunity to optimize its sales payment and incentive programs by partnering with Onbe. Specializing in card-based rebate, incentive, and payment programs for more than 25 years, Onbe offers white-label programs to deliver timely payments to decentralized sales teams while minimizing administrative costs and burdens.

THE SOLUTION

In April 2004, Isuzu replaced its check payment system with Onbe's U.S. Sales Incentive program, featuring:

- Timely payments to a diverse national sales force
- 24/7/365 multilingual customer service
- Flexibility to allow additional services as the program grows

In January 2018, Onbe added a rewards program that offers 2 percent cash back for purchases at restaurants and gas stations nationwide, available to participants in Isuzu's U.S. Sales Incentive Program.

THE RESULTS

Throughout 15 years of partnership, Onbe and Isuzu have rolled out payment programs for 100 percent of Isuzu's sales force in the U.S. and Canada, along with an Employee Rewards program and a U.S. Sales Incentives program for its Parts and Services Group. Payouts under the new cash-back program have increased month over month.

Successes from this ongoing collaboration include:

- Increased brand visibility and sales revenue
- Improved levels of sales team success and satisfaction
- Significantly reduced outgoing mail and other administrative costs