



Safety-Kleen Case Study

Background

Safety-Kleen is a leading North American environmental services company with the goal of keeping North American businesses in balance with the environment. The company provides a broad set of environmentally-responsible products and services that include used oil recycling and re-refining, parts cleaning and waste management solutions to all industries, relying on 4,200 employees serving 320,000 customer locations in the United States, Canada, Mexico and Puerto Rico. In 2008, the company generated \$1.2 billion in revenue.

Challenge

The automotive industry has sustained several setbacks during the economic recession. Tightening budgets have left little room for vehicle purchases and fewer vehicle purchases means fewer cars requiring repair. The dramatic and somewhat sudden decrease in auto sales has forced some manufacturers to close, others to accept bailout money from the U.S. government and others to seek mergers and acquisitions to stay afloat. While the focus of the news media has often been on the car makers, several related industries have been negatively impacted by this downturn. One such industry is Automotive Repair, which uses parts cleaners to clean tools and parts on automobiles. For Safety-Kleen, parts cleaning is one of its primary service offerings.

In the spring of 2008, Mike Templin accepted the position of Parts Cleaning Product Manager at Safety-Kleen. Because fewer people were buying cars, fewer cars were being manufactured which meant fewer tools and parts required cleaning. Among Templin's responsibilities was to develop quarterly promotions to help the company maintain and gain market share.

Solution

Templin determined that two programs could be most effective: one customer-facing incentive program and one employee sales incentive program. Templin connected with Springbok Services to learn more about its prepaid card services.

"The biggest challenge was coming up with something fresh each quarter," said Templin. After talking with Springbok, he believed prepaid cards provided the greatest flexibility of all the incentives he considered and he appreciated the streamlined process and support Springbok offered.

As the official environmental services provider for NASCAR, a status of which Safety-Kleen is very proud, Templin knew when it came to customizing the look of the Safety-Kleen prepaid cards that NASCAR needed representation.



“Springbok listened to my ideas and then created a unique prepaid card design specifically for Safety-Kleen,” Templin said.

The NASCAR logo is prominently displayed on the Safety-Kleen prepaid card.

Customer & Employee Incentive Programs

In 2008, Safety-Kleen’s parts cleaning division launched a six-month program offering Springbok Services’ Visa prepaid cards to new clients that signed a lease on their equipment from Safety-Kleen.

The employee incentive program, named “Nothing but Net,” was designed to offer the highest Net unit branch prepaid cards instead of incentivizing only the top sales individuals. For this promotion, the competition renewed every four weeks and at the end of each quarter the top Net branches received their rewards in the form of the Springbok prepaid Visa card. Templin said many of the branches spent their rewards on holiday parties, office barbeques and office extras.

Results

According to Templin, “In 2008, we finished strong and placed thousands of new parts cleaners. This gain generated significant additional revenue for the company and was accomplished in part through a focused campaign using the Springbok prepaid card promotion.”

The employee sales incentive program was also a success. Templin said, “This program caused the branches to work together to create more friendly competition and excitement among the sales teams.”

“This incentive program was a great door opener for us to build new relationships and set us up to increase the initial spend with each new customer,” Templin said. “Springbok was very responsive, easy to work with, and their process is a good one. They helped make these programs a success.”

About Springbok Services, Inc.

Established in 1998, Springbok Services provides customized, multi-touch prepaid MasterCard® card and Visa® prepaid card programs to positively motivate behavior and enhance loyalty among corporate employees and/or their customers. Springbok is the leading prepaid card provider that offers complete lifecycle management of prepaid card programs from program development and card fulfillment to transaction processing and reporting. The company is SAS 70 Type II and PCI certified and has supported more than 6,000 clients, including more than 200 of the Fortune 500. Springbok, headquartered in Englewood, Colorado, is a founding member of the Network Branded Prepaid Card Association (NBPCA). For more information, visit www.springbokservices.com.