



# Yamaha and BigDoor Partner to Drive Customer Engagement and Retention.

Worldwide sensation Yamaha has been pleasing customers with an array of top-of-the-line products for over one hundred years. Yamaha's brand has stayed passionate about putting customers first over time, and was looking to double down on their customer loyalty building efforts in 2012. After searching high and wide for a solution to help boost their online engagement and loyalty metrics, Yamaha found BigDoor.

## A Perfect Partnership with BigDoor

Yamaha leveraged BigDoor's Loyalty Program solution to drive user actions that mattered most to their brand, and with Yamaha's vast array of products and services, that meant the program had to be inclusive! BigDoor's team worked tirelessly with Yamaha to provide a fluid, beautiful, engaging experience that matched the look and feel of their iconic brand. BigDoor's expert team of designers and loyalty specialists provided Yamaha with the support needed to get the program up and running, along with industry best practices for reaching the goals and KPIs that the loyalty program was set to hit.

Yamaha launched their loyalty program in October of 2012, giving their fans a place to interact with each other, share experiences with the brand, and earn rewards for completing incentivized quests. The loyal Yamaha community flourished, with a surge in new program members signing up over the first two weeks.

## Increased Engagement, Retention, and Brand Happiness

Yamaha's loyalty program launch was a success, but their continued results have been even better. BigDoor's solution lifted Yamaha's customer engagement 31% per customer, and has even helped Yamaha partner with local schools to reward students and teachers with Yamaha instruments and prizes for loyalty program participation. Overall, the partnership between Yamaha and BigDoor has set the stage for increased customer loyalty with the brand, ranging from first-time customers all the way to customers that have been around for over many, many years.

BigDoor continues to partner with Yamaha to help boost their loyal customers, and is proud to help the company reach their lofty loyalty goals. 2014 is set to be a big year for Yamaha, and BigDoor is thrilled to be along for the ride!

**BigDoor's solution lifted Yamaha's customer engagement by 31%**

The image displays two screenshots of the Yamaha Rewards program interface. The top screenshot shows a user's 'My Rewards Profile' for 'Becky Hannahan'. It features a 'Rookie Level 1' badge (unlocked 10/20/12) and two locked levels: 'Novice Level 2' and 'Hobbyist Level 3'. A 'Completed Quests' list on the left includes tasks like 'Visit us online', 'Share via social media', 'Find a dealer', 'Buy Online', 'Register products', 'Read News', 'Recruiter', and 'VIP'. The bottom screenshot shows the 'Rewards Center' with a 'SALE!! - Yamaha Flex Unisex Jacket' for 2,500 coins. Other items include 'SALE!! Yamaha Drums MRX Jacket' and 'Drums Dark Blue Polo'. A 'Make this my goal' section prompts users to ask friends for help.

*The Yamaha Rewards profile widget (top) showcases badges and achievements customers unlock by engaging with the program. In the rewards center (bottom), customers redeem coins earned by completing high-value actions.*

**Want to hear more? We'd love to chat.**

Drop us a line at [team@bigdoor.com](mailto:team@bigdoor.com)