

Nomination: 20100

HP Curiosity

Page: General Information
Name of Organization / Company HP Greater Asia
Logo Download File (https://asiastevieawards.secure-platform.com/file/32832/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjozMjgzMiwiYWxsY3dOb3RtaWduZWRVcmwiOiJGYWxzZSIsImlnbm523EtB4YMQASvZPI47yX9BNDVwKW4?HP%20Logo.png)
Web Site Address https://www.hp.com/sg-en/home.html (https://www.hp.com/sg-en/home.html)
Page: Entry Information
Entry Title HP Curiosity
Category T01 - T11 - Achievement Categories > T10. Innovative Achievement in Sales or Revenue Generation
Submission Format An Essay of up to 625 Words
Essay <p>Research from McKinsey shows that companies who focus on optimizing sales performance drive greater business impact and outcomes. Sales managers who spend more than 50% of their time coaching and ones who tailor their learning programs are more likely to outperform their peers by 1.4 times and 1.3 times respectively. McKinsey pinpoints four key factors that enable B2B outperformers: Insights, agility, talent and technology. HP Curiosity was created in response to a call for more collaborative selling, training trends and partner feedback. This all indicated that sales teams were looking for a greater connection between HP and partner sales teams, better solutions-focused training opportunities, and more new product information in an accessible, centralized and engaging online platform.</p> <p>HP Curiosity is a gamified platform offering enhanced training, rewards, recognition, and community engagement to support HP's channel partners. Inspired by the renowned gaming open-world concept and rewards system, it uses principles of gamification, such as setting goals and challenges, to create drive deeper engagement and motivate partners to continually improve their skills and knowledge. The program launched in November 2022, and later in Greater Asia markets – Singapore, Malaysia, Philippines, Korea, Thailand, Indonesia – in late 2023 and early 2024. It provides partner sales representatives access to a unique, rewards programme and a collaborative community that featured:</p> <ol style="list-style-type: none">1. HP University Virtual Campus: a one-stop shop for soft skills, product, and solutions training. The program covers PC, Print, Poly, Supplies and Services to help unlock new knowledge and boost partners' capabilities.2. HP Community: a centralized platform to connect with HP executives, compete, and share with fellow sales reps. Partners can make connections through exclusive events, join individual and group challenges, participate in promotions and incentives, and view their sales success on the leaderboard.3. Simpler and faster access to rewards, promotions and contests leading to elevated levels of recognition for best performers: Every quarter, the top 3 sales executives win 3000 points for selling the most HP products in their market. Upon sign up, sales executives instantly earn 1500 gems. Rewards and recognition opportunities include promotions and contests. <p>The gamified open-world platform makes training and upskilling more appealing to a younger demographic of sales professionals, helping them improve their engagement and sales skills. With a centralized platform for partner sales representatives to connect one-on-one or with HP and participate in community discussions, participating sales teams are experiencing greater productivity and achieving more growth than ever.</p> <p>With HP Curiosity, partners have access to training that improves productivity. Through the centralized platform, they can be part of a larger community and engage with sales representatives in a compelling gaming environment. In addition, as part of this program, HP makes a multi-million-dollar investment in annual rewards that go directly to partner sales teams.</p> <p>In the six Asia markets we launched HP Curiosity, we saw double-digit growth in sales rep registrations to the platform, growth in usage, and number of trainings completed. On the incentives aspect, the accumulation of HP Curiosity points has increased alongside reward claims, leading to a rise in HP sales. This has been particularly notable in the Greater Asia region, where HP has seen overall growth despite the current challenging market for PCs and printers.</p> <p>By the end of this year, HP Curiosity will be available to partners across 18 countries, boasting over 17,000 members. To date, HP has also awarded over 1,700 partners with rewards through this program. HP has received overwhelmingly positive feedback from partners in response to the program that praised its gamification aspect that imbued fun and fostered healthy competition, as well as the way it enriches participants' sales enablement experiences.</p>

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Credits

Do You Have Supporting Files You Would Like to Upload?

No

Do You Have Website URLs you would like to link to

Yes

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