

# Structuring a commercially rewarding loyalty platform for Baxi

# BAXI Works

**Want fewer limits and more wins?  
We've got your Bax.**



**Shouldn't loyalty work both ways?  
We've got your Bax.**



**New to heat pumps or ready for more?  
We've got your Bax.**



A research-led relaunch saw Baxi Works move on from a one-size-fits-all rewards scheme. Three installer personas, tailored engagement journeys and a tiered credits system turned loyalty into something reciprocal, and installer behaviour shifted within the first month of going live.



**6 figure**  
uplift in revenue



**20%**  
increase in new member activations

**We've got your Bax.**

We're the loyalty scheme that goes the extra mile in rewarding your hard work - whether that's fitting boilers, cylinders, heat pumps or all of the above.



**BAXI Works**

**Reliable install support.  
We've got your Bax.**

Fast warranty registration, your admin sorted and support that picks up when you need it. All available through our app, so nothing holds up the job.

Sign up today  
[baxiworks.co.uk](http://baxiworks.co.uk)

Easily accessed from your computer, tablet or mobile, Baxi Works covers it all. From making warranty and Gas Safe registrations quick and straightforward, to no-nonsense technical support, to expert help in learning about the latest about renewables and growing your business. **Plus a whole host of points and prizes on offer.**



On top of all that, we believe that the more you work with us the greater the rewards should be.

Moving through the tiers from Member to Baxi Approved Installer and on to Baxi Approved Partner means you'll unlock a growing suite of rewards including priority next-day technical support.

You can also benefit from homeowner leads and tailored training to help you with more work and grow your business.

**BAXI Works**

