Does Engagement Drive Revenue?

Learn how we navigate the channel maze to keep your reps empowered & engaged.

CHANNELASSIST

INFLUENCE ENABLE REWARD

EXPAND THE BRAND

Expanding your brand's reach involves getting attention from both your direct and indirect sales reps and turning them into your brand's evangelists. By engaging with your reps, building engagement loops, and supplying the tools they need to close a sale, we reinforce the brand, increase brand loyalty while gaining valuable information on how your channel is performing.

ENGAGEMENT

can often mean different things to different people, it could mean the exchange of shared values, or how people react or converse about your brand.

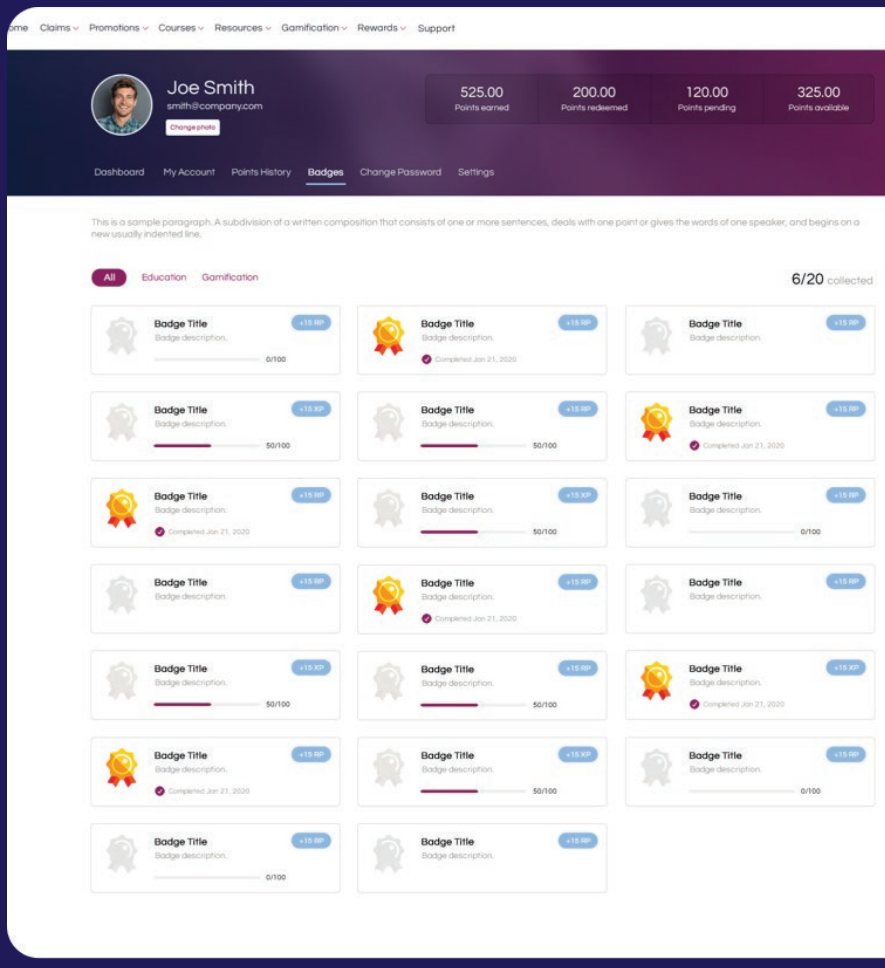
A more technical definition could be how a participant interacts with your content, a view, a comment, a share. However, when you distill it down, it becomes a key performance indicator for the core behaviors in your channel program.

WE STRIVE TO CREATE

engagement loops and motivate the user to do something. When the user performs that action, they receive feedback, and this in turn motivates them to succeed by challenging themselves further.

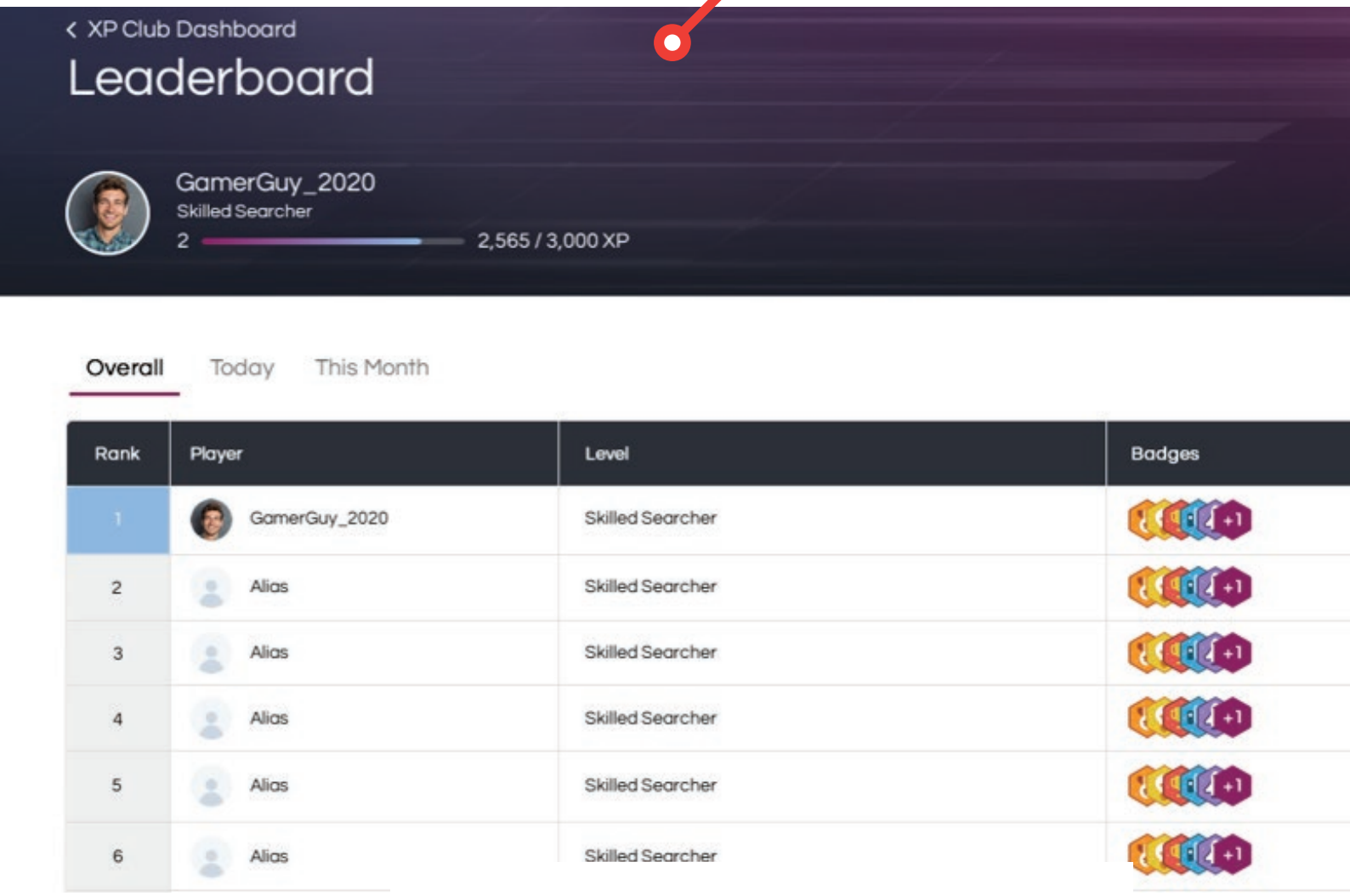
This loop manifests itself in badges and quests in our engagement module. Some are easy to achieve and will get your users comfortable with the process, such as submitting a claim, or logging into the site.

This leads into more lofty goals that can be defined across the entire site such as enrolling in a promotion, then taking a specific set of courses, and submitting a specific set of SKUs on a sales claim.



TRACK PROGRESSION

and relay that to the user.



For achievement hunters, those wanting to gamify the whole experience and be “number one”, this is their entry point in the program. Whether it's for completing an education module, or those using it for claiming and incentives, the constant feedback and easy-to-earn entry quests provide feedback in a different way, which is a surprise reward.

Provided the quest or badge they achieve is unexpected and tied to task they are already doing, it encourages the sense of exploration rather than the sense of ‘If I do that, I am going to get some sort of artificial reward.' It provides them the positive reinforcement for something they are already doing without distracting them or putting demands on them for quests that are outside their capability or comfort.

Engagement is tracked using experience points. This trackable currency provides another way for participants to engage in the system and challenge themselves. We provide the participant a comprehensive leaderboard where they can see how they are doing channel wide, within their segment, or locally in their community.

We provide further incentives such as games like spin-to-win, draws for physical goods, trips, or other monetary prizes to further reinforce the idea that they are not just playing with themselves, they are competing with others for that number one spot.

Engagement does not stop when the user logs out either. Take the games to events and do a spin to win remotely, use quests and tasks that involve visiting your corporate site or third party, or using your application on a mobile device.

Our API will allow your developers to push engagement from wherever it takes place or collect the data where a direct connection is not available and push experience points to your users.

This culminates in a fresh, fun way to deliver business content while greatly improving retention and overall engagement.

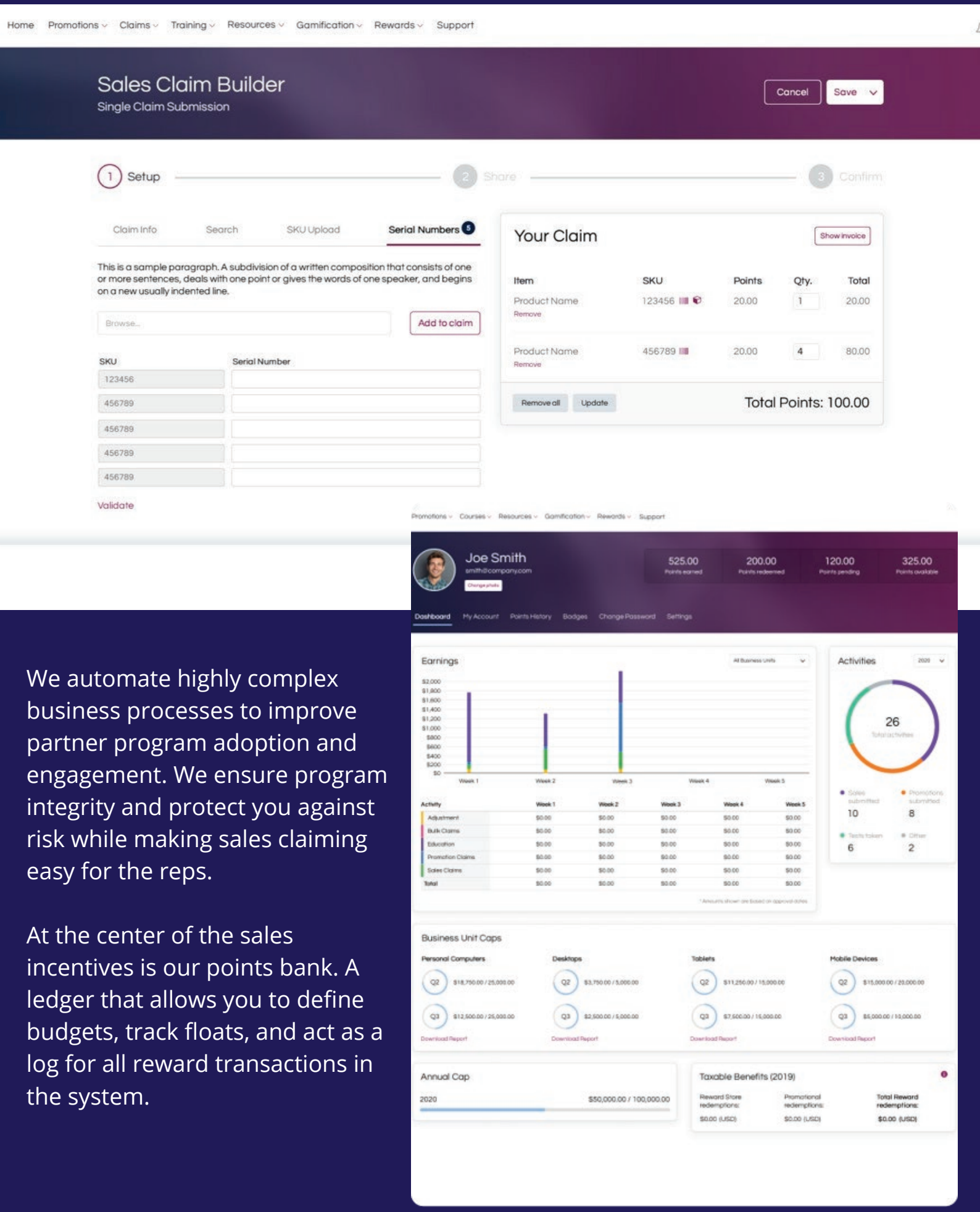
SALES INCENTIVES

are a core piece to our offering. We need this to be a simple process for channel sales reps.

The reward you offer can be the deciding factor between selling one product over another. The need to make earning these rewards a painless process is the platforms goal.

We offer a flexible system that allows you to collect the data you need, make the decisions you need to make, while not impeding channel reps submitting claims.

The module can be configured with multiple claim types with different required and optional fields the channel rep must provide. It can be as complex or simple as you need and we can compare the information fed into the system, such as serial number validation or sales out data.



We automate highly complex business processes to improve partner program adoption and engagement. We ensure program integrity and protect you against risk while making sales claiming easy for the reps.

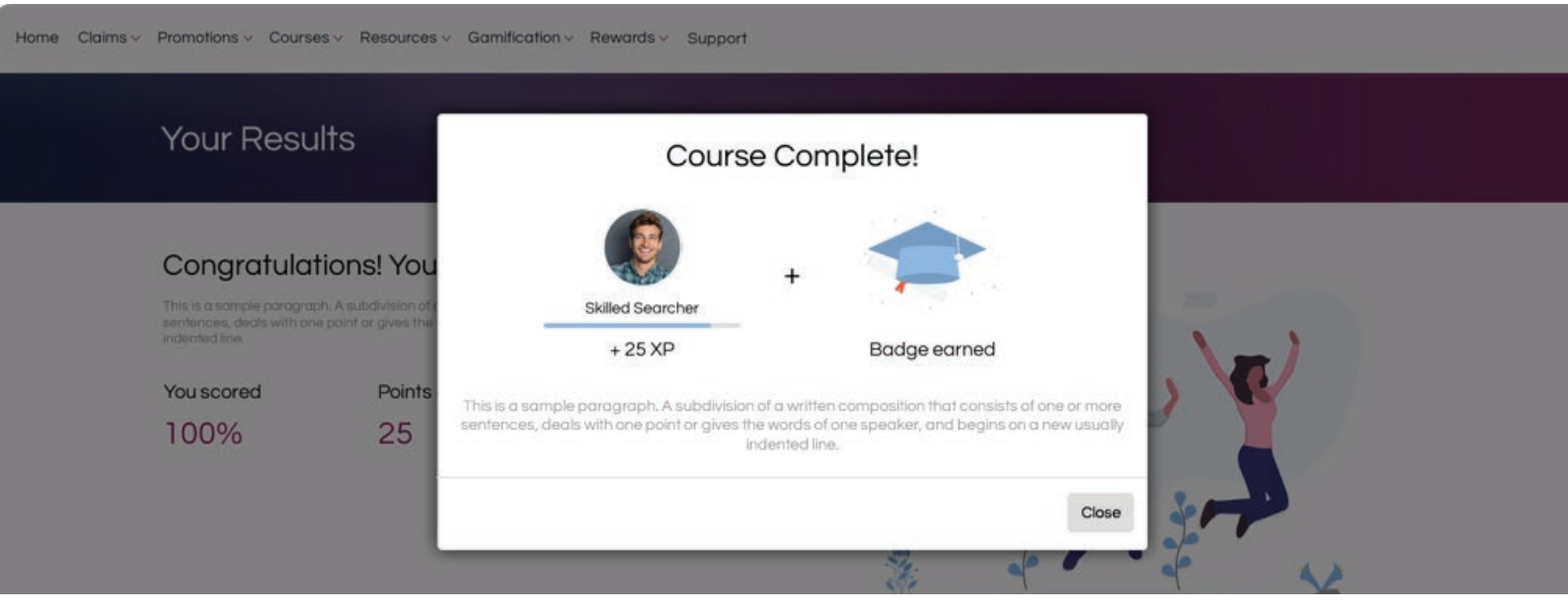
At the center of the sales incentives is our points bank. A ledger that allows you to define budgets, track floats, and act as a log for all reward transactions in the system.

TRAINING & EDUCATION

Reps need access to the resources and training to be informed of your ever-changing offerings. Tie it in to engagement and offer experience points, or directly reward a user with reward points for completing training or training series.

Training taxonomy is broken down into courses, chapters, and lessons, providing you the granularity you need to offer learning on any scale. Lessons can consist of tests, exams, or learning materials, such as PDFs, Videos, or content added to the site.

Lessons and chapters can be progressive or open to allow participants to choose how they learn while enforcing the fundamentals. Training is another key engagement point. We track participation and remind users of their progress to build continuous learning to enforce a behavior which improves both the participant and channel.



PROMOTIONS

We design, execute, manage, and measure promotions to take the day-to-day burden out of our client's hands while providing the necessary visibility to ensure success.

Sales claiming and SKU SPIFs may be exciting at first, however, over time they become harder to keep the attention or engagement of your channel sales force.

By running a combination of new and innovative promotions with standard promotions, we maintain a level of engagement that consistently drives new revenue for our clients.

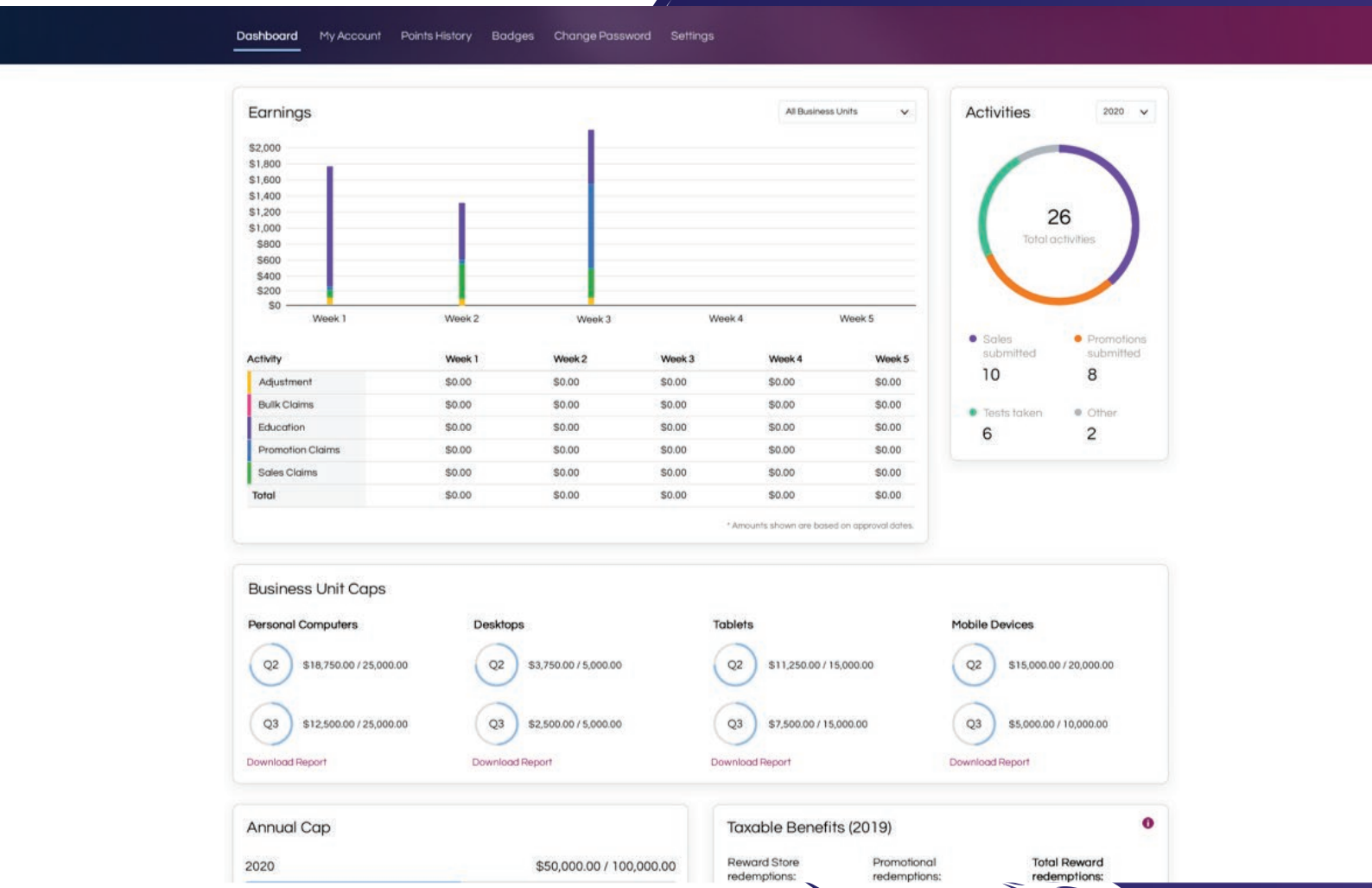
The platform enables the creation of end-to-end Promotions & Contests based on various Business Unit goals, and audience needs. It is a blank canvas that will provide you the necessary tools to engage, educate, and create focus for your reps.

You may use the promotion module to promote a specific idea, new product, or sales focus, or build dynamic forms to capture information making the promotion interactive.

Capture information for chances to win prizes or have them perform a special promotional claim where they could earn rewards on top of their sales claims.

DATA

At the heart of all of this is Data, with thousands of SKUs, channel reps, transactions, and incentives every month, your business needs to be able to interpret and understand all data and serve up insights on demand.



If you are already using powerful BI tools, we can provide a feed to integrate directly into your data warehouse or export files in formats your tools can understand. We also have an array of standard reports which will allow you to pull filtered data from any of our modules. If you are looking for a high-level view of how your program is doing, we have a dashboard where an admin can view rewards across product lines, business units, and partners for any given date range.

Regardless of the method, ChannelAssist will work with our customers to identify where resources can be better allocated to see greater results. This value engineering goes beyond the data and focuses on understanding where the target needs to be set and where the greatest ROI can be achieved.

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