

Engagement tools that meet demand and drive results

Activating brand strategies with Channel Smart's promotions and engagement engine.



Channel partners are the face of many brands and the foundation for customer interaction. They extend market reach and provide value-added differentiation, making their level of engagement and motivation critical to the brands that rely on them. But what do channel partners want? What motivates them?

Rewards & Incentives

Rank consistently in the **"INVEST"** category when it comes to strategies for strengthening channel engagement.

2022 Channel Engagement Study—
BI WORLDWIDE/KANTAR

Forming an understanding of partner preferences and ambitions is the first step toward cultivating profitable partnerships. Activating this expertise and impacting channel partner performance comes next.

Having researched and established the drivers linked to channel engagement, BI WORLDWIDE understands that channel partners expect brands to design offers, incentive programs and reward strategies that are relevant to their own growth goals and business plans. Our research also established that partners find value in a comprehensive, aspirational and systematic recognition framework.

Aligning incentive program design to the brand's business objectives while also maintaining relevance with the goals of targeted partners calls for expertise and a robust activation strategy. BI WORLDWIDE's Channel Smart framework, powered by its in-the-box **Promotions & Engagement Engine**, meets this challenge by providing brands with a configurable and strategic head-start.

Pre-built, configurable promotions, contests and engagement tools.

Built to solve the most common channel challenges.

Promotions, contests and engagement tools are expertly combined to match each brand's unique objectives.



Sales Claims ... multiple claim methods to address this most common channel requirement.



GoalQuest ... capture mid-tier performance with this proven, self-select goal structure.



Do This, Get That ... the most popular and standard rules structure used in sales channels.



Leaderboards, News & Nudges ... create competition, share news and generate action.



Objectives ... stretch performance with deferred earnings until targets are achieved.



Games ... drive engagement in a fun manner with a probabilistic, fixed-budget approach.



Threshold-Based Structure ... create partner urgency with an accelerated earnings schedule.



Learning ... improve channel readiness with learning modules and quizzes.



Membership Tiers ... drive performance and sustain loyalty with exclusive tier benefits.



Polls & Surveys ... drive program traffic and capture channel insights and feedback.

BI WORLDWIDE's flagship channel engagement framework

To meet dynamic market demands and provide speed-to-market and ease of configurability, BI WORLDWIDE is continually expanding its core Channel Smart framework. Because our clients compete in complex, global channel ecosystems and sometimes have unique requirements, we have also made Channel Smart readily customizable.

- Tap into BI WORLDWIDE's 70+ years of domain expertise in channel loyalty, incentives and behaviour change
- Configure your brand's specific channel structure, business hierarchy and workflow
- Target relevant, in-language content, programs and resources for specific audience segments
- Push information, resources and personalized messaging via Message Centre, SMS, notifications, WhatsApp and email
- Rely on secure and globally-compliant hosting and data storage
- Track and analyze key metrics using standard reports and built-in Power BI capabilities
- Provide channel partners with Point redemption, fulfillment and customer service in the online Rewards Marketplaces
- Leverage Channel Smart's "Achievo" app to reach a broader segment of the channel, including partners with connectivity challenges

