



The impact of inspiration on channel engagement

Brands that invest in aspirational rewards strategies stand out.

Behavioural Economics contends that emotions drive 77 percent of human behaviour, with rational thought comprising 23 percent of our decisions and actions. For brands seeking to forge an emotional connection with channel partners, non-monetary rewards are scientifically proven to maximize channel performance, sustain longer-term loyalty and establish needed differentiation.

Give partners the right to indulge ... GUILT-FREE

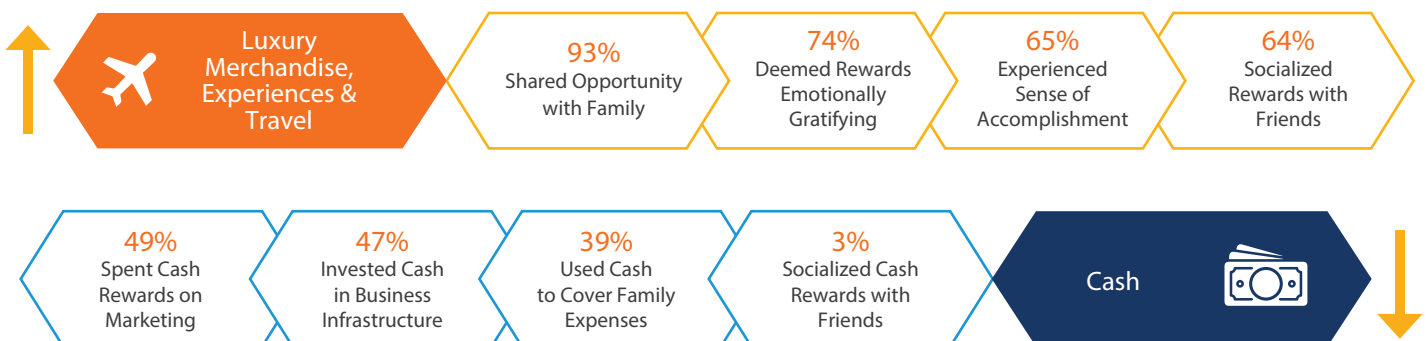
Cash doesn't talk, it whispers. More than anything, brands need to think about the feelings and actions they are trying to evoke through their reward strategies. Invest in rewards strategies that offer channel partners the right to indulge, guilt-free.

2022 Channel Engagement Study—
BI WORLDWIDE/KANTAR

According to the BI WORLDWIDE/KANTAR 2022 Channel Engagement Study, when cash is used as the primary reward system, mid-sized dealers/distributors and large retail partners most often infuse earned cash rewards directly into their business infrastructure or marketing. A lower share of partners use cash rewards toward the purchase of luxury items or travel.

So, what's the trouble with money?

How cash is viewed, socialized, remembered and used cripples a brand's ability to cultivate and sustain loyalty. While cash may provide short bursts of motivation, aspirational rewards such as luxury merchandise, experiences and travel are better investments for brands seeking longer-term partner dividends.





Imagine it | Earn it

When done right, channel partner incentive and loyalty programs with hedonic rewards and vivid communication tactics will generate more excitement, engagement and performance from the moment they are announced.



Savour it | Indulge it

The anticipation of earning luxury rewards, travel and experiences has a high emotional impact as does the opportunity to enjoy and indulge in these hedonic rewards, guilt-free. Cash does not share these same motivational properties.



Share it | Remember it

A luxury experience is infinitely more memorable than cash, which makes the strategy more impactful. Perhaps even more powerful is the option to share success and rewards socially which cultivates broader brand affinity than a cash strategy could ever deliver.

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
- Leverage the suite of pre-built promotions, along with strategic engagement tools, including pulse surveys, games and more
- 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

