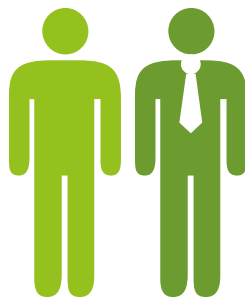




Channel Loyalty Program

Build loyal sales partner relationships. Blend best practice loyalty and incentive methods. Segment partners, tailor rewards, target communications. Make sustainable connections.

Build long-term loyal relationships with dealers, resellers and retail partners. A Channel Loyalty Program blends best practice loyalty methodology with strategic incentive program design for proactive channel relationship management. Develop a segmentation



strategy to tailor incentives, target communications and focus investment on partners by retaining the best, and engaging and motivating the rest. Forge the mutually profitable relationships that promote long-term loyalty. Secure a competitive edge in the market.

How it works

Proactively manage sales channel relationships to increase brand awareness, drive long-term commitment, create brand advocates and win true loyalty.

Channel loyalty strategy is more effective over the long-term than tactical quick-hit promotions



Segmenting channel partners by current and long-term relationship value informs program design and provides factual basis for investment decisions



Multi-dimensional reward strategy developed through participant research ensures a meaningful mix of personal and professional rewards. These may include merchandise, travel, high-end privilege awards, professional perks and the AwardsCard™ incentive gift card



Targeted communications support each tier of the loyalty relationship lifecycle; from awareness to brand alignment and advocacy. Strategic, cost-effective engagement



We work with you to develop a Channel Loyalty Program that will help forge the long-term business relationships that drive success



Understand and analyse your sales goals



Identify and segment channel sales partners according to lifetime value



Define segmented marketing and communications strategy



Map sales partner lifecycle and identify touch point opportunities



Tailor meaningful reward mix

- ✓ Online Catalogue of Awards features over 10 000 merchandise, travel and experience rewards, and wide selection of high-end privilege awards
- ✓ Unlimited shopping choices with the AwardsCard™ valid at any MasterCard™ retailer in South Africa
- ✓ Professional perks including networking opportunities, priority access to vendor support services and expertise, certification programs and exclusive referral opportunities



Design and launch



Monitor progress and participation



Adjust program as required



Provide progress reports and feedback

Why Achievement Awards Group

Over 30 years' experience in design, management and execution of loyalty programs, consumer incentives and sales promotions



Campaign support services include fully staffed contact centre, warehouse and fulfilment services

Affiliated to leading global performance management and loyalty consultancies

IT systems built to support programs of any size or geographical distribution

Food for thought

“Benefits to loyalty innovation in the supply chain: Increases opportunities for inventory management, reward and manage SKU's better, understand customer purchasing behavior to help make decisions that can reduce industry costs.”

– The Loyalty Program: A Recipe for Success
NRA presentation 2008, First Data

Find out more
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