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Channel Partner Engagement Research India

What Really Drives Channel Partner Engagement Secrets To Win Over Your Channel Partners

FMCG Industry Overview



Key Insights – FMCG Industry

8

Drivers of Channel Partner Engagement

Recognition and Learning emerged as the top drivers of engagement besides Operational Excellence and Rewards & Incentives



76%

of Channel Partners are not engaged in India

68%

of channel partners says travel-based rewards drive extreme satisfaction

43%

of channel partners use social media for their business needs

Operational Excellence, Rewards & Incentives, Recognition & Learning are the Top Drivers influencing the Brand-Channel Partner Engagement



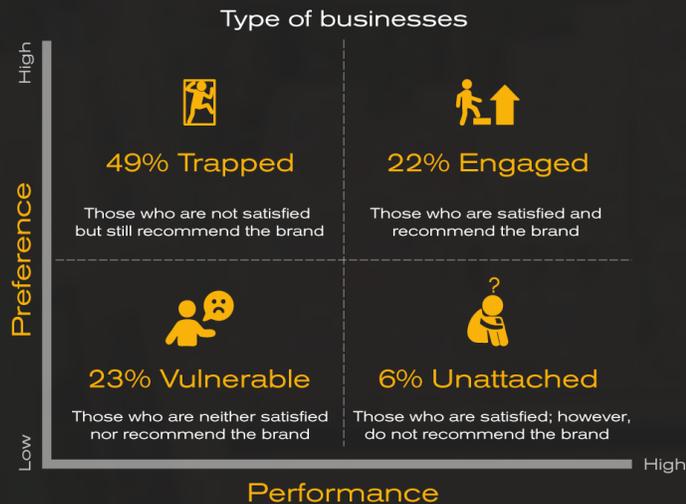
Status of Channel Partner Engagement in FMCG Industry

Basis performance* and preference* parameters, FMCG industry has a higher percentage of trapped & vulnerable partners. To address these segments, brand needs to focus on drivers that helps in maximising performance and preference.

Overall Affection Matrix

On the basis of **performance** and **preference**, the outcome of the study put channel partners in four different quadrants of engagement of the Affection Matrix

 Engaged
  Trapped
  Unattached
  Vulnerable

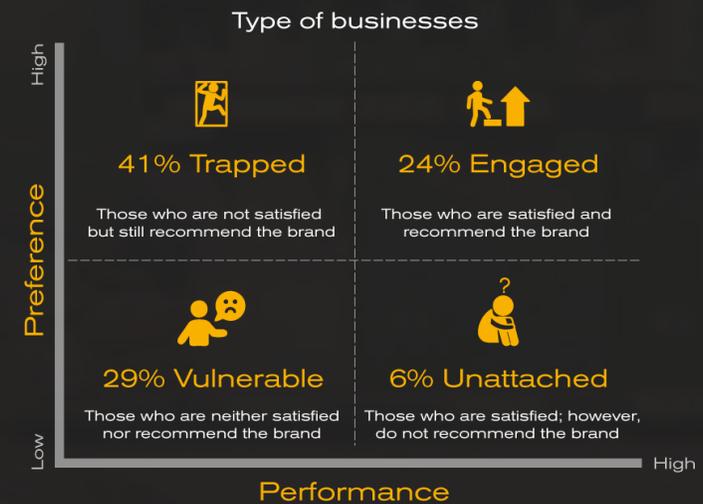


VS

FMCG Affection Matrix

On the basis of **performance** and **preference**, the outcome of the study put channel partners in four different quadrants of engagement of the Affection Matrix

 Engaged
  Trapped
  Unattached
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*Performance, defined as extreme satisfaction with the brand while meeting all the needs and expectations

*Preference, defined as the likeliness of partners to continue with the brand in the following year and their confidence in recommending the brand to peers in the industry

Move Channel Partners to Engaged Quadrant Leveraging IBC Engagement Framework

The IBC [Invest, Build, Consider] framework defines which drivers to Invest, Build and Consider to address the existing gaps in brand-channel partner relationship by optimising preference and performance parameters.



INVEST

Invest 'drivers' are very critical for brands to focus on for influencing higher preference and performance that results in positive impact on the brand-channel partner relationship. Failing to do so leads to a greater risk of dissatisfaction amongst channel partners.



BUILD

Build 'drivers' are important for brands to focus on for influencing preference and performance that results in positive impact on the brand-channel partner relationship. Failing to do so leads to a medium risk of dissatisfaction amongst channel partners.



CONSIDER

Consider 'drivers' are not so important for brands to focus on for influencing preference and performance as they have limited or marginal impact the overall brand-channel partner relationship. However, consider 'drivers' can quickly move into build phase, that's why we recommend watching them carefully.



The IBC [Invest, Build, and Consider] Engagement Framework

CONNECT WITH US

To get a deeper understanding of challenges, expectations and opportunities of building a robust channel partner engagement strategy and drive business growth.

Talk to us : marketing.in@biworldwide.com

Know more : [BI WORLDWIDE CHANNEL LOYALTY SOLUTIONS](#)