



KANTAR | BI
WORLDWIDE
Channel Partner Engagement Research India

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

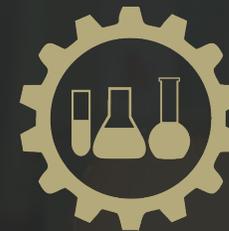


Interaction with **700+** **Channel Partners** from **6 Industry Verticals**

Out of 700+ channel partners, 69%
distributors & retailers & 31% influencers



Agriculture



Pharmaceuticals



Automotive



FMCG



Oil & Gas



Building &
Construction

Research **Key Highlights**

8

Drivers of Channel Partner Engagement

Recognition and Learning are the emerging driver of engagement besides operational excellence and rewards & incentives

78%

of Channel Partners are not engaged in India

68%

of channel partners says travel-based rewards drive extreme satisfaction

8 Drivers of Channel Partner Engagement to Enhance Brand Preference



Recognition and Learning are in Demand across Industries & Partner Profiles

INDUSTRIES

1

2

3

Agriculture



Operational Excellence



Rewards & Incentives



Learning

**Pharmaceuticals/
Automotive/ FMCG**



Operational Excellence



Rewards & Incentives



Recognition

**Building &
Construction**



Rewards & Incentives



Operational Excellence



Learning

Oil & Gas



Rewards & Incentives



Operational Excellence



Recognition

PARTNER PROFILES

1

2

3

Retailers



Operational Excellence



Rewards & Incentives



Recognition

Distributors



Operational Excellence



Rewards & Incentives



Learning

Influencers



Rewards & Incentives



Operational Excellence



Recognition

Distributors are looking at learning, retailer & influencers are looking at recognition as their top drivers of engagement from brands, apart from Operational excellence & rewards & incentives

Partners from Agriculture & Building/Construction are looking at learning, Pharma/Automotive/FMCG partners are seeking recognition from brands, apart from Operational excellence and rewards & incentives

Measuring the Strength of Brand-Channel Partners Relationship



PERFORMANCE

Defined as extreme satisfaction with the brand while meeting all the needs and expectations.

Satisfaction: *Considering the key brands that you're associated with, how satisfied are you with the brand you are associated with?*

Challenges Faced: *What are the key challenges you face, when dealing with the brands that you're associated with?*



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

Recommendation: *Would you recommend your partner brands to other channel partners for brand association?*

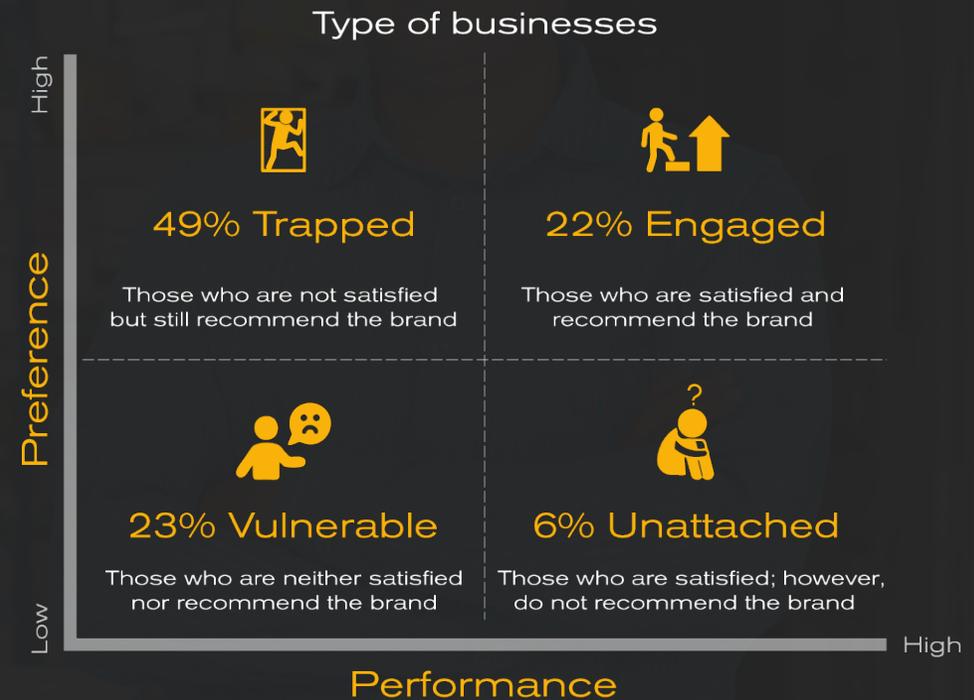
Renewal/Continued Partnership: *How likely are you to renew your contract with the associated brands during the next year?*

78% OF CHANNEL PARTNERS IN INDIA ARE NOT ENGAGED

The Affection Matrix

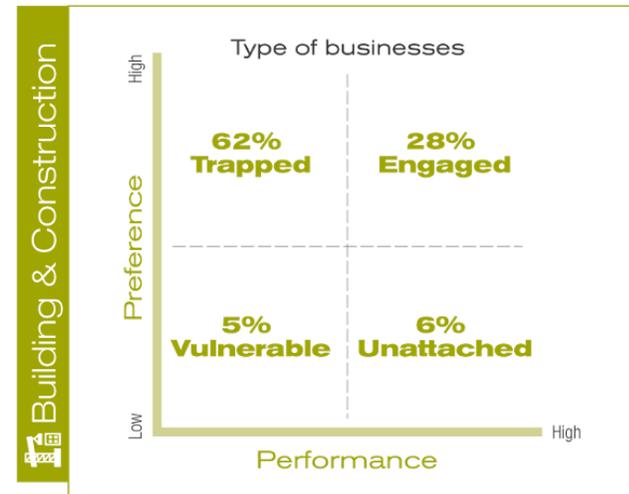
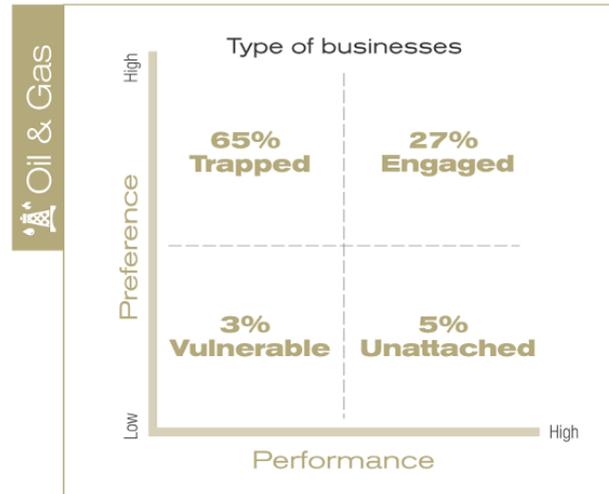
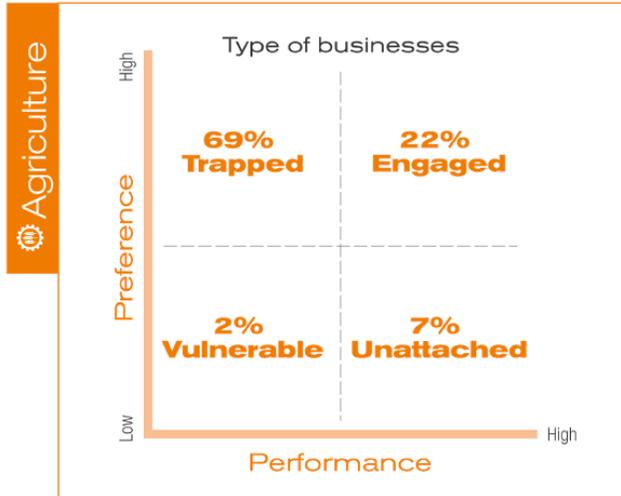
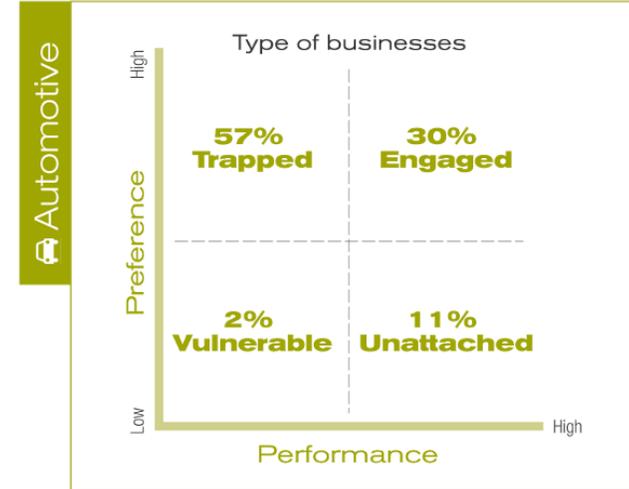
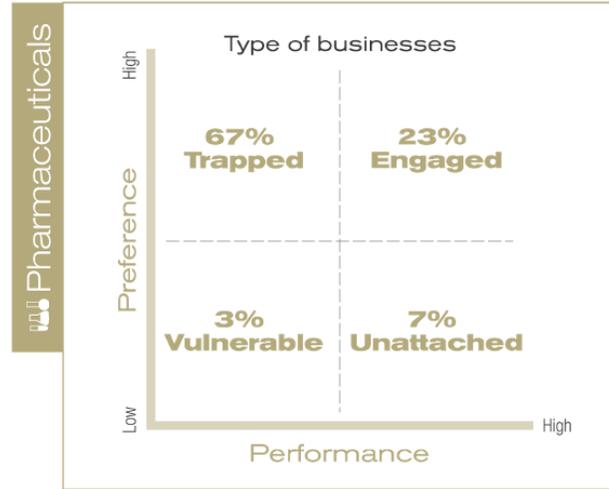
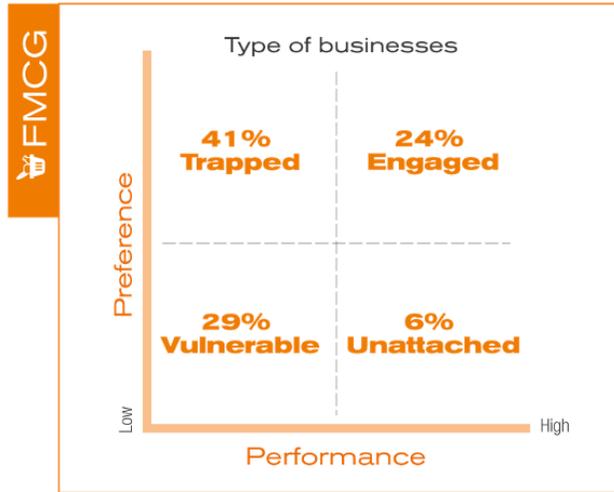
On the basis of **performance** and **preference**, the outcome of the study put channel partners in four different quadrants of engagement of the Affection Matrix

 Engaged  Trapped  Unattached  Vulnerable



KANTAR & BI WORLDWIDE'S MEASUREMENT FRAMEWORK – AFFECTION MATRIX

Channel Partners Affection Matrix of 6 Industry Verticals



The IBC [Invest, Build, and Consider] Solution Framework to Build Strong Channel Partnership



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.



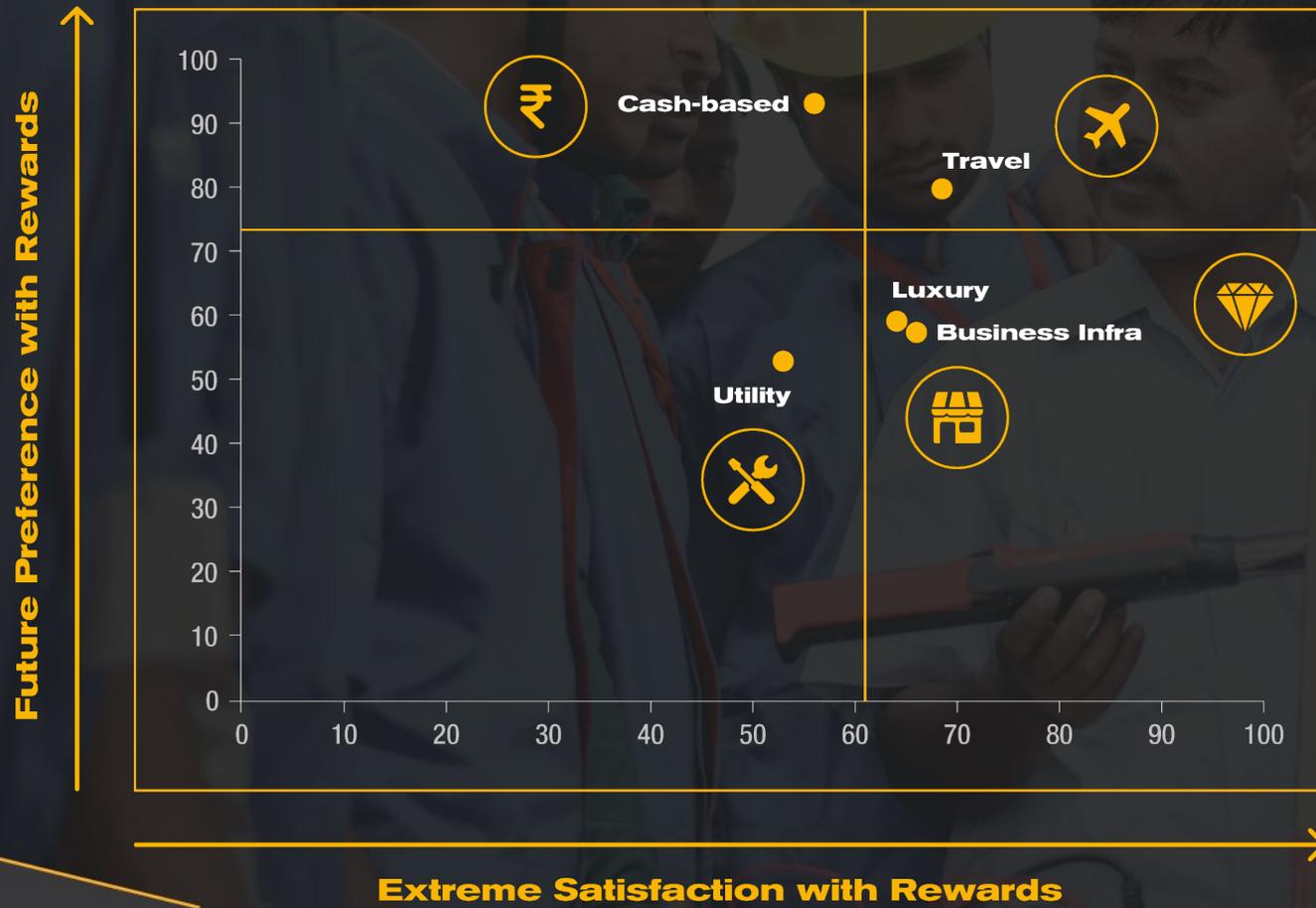
7 OUT OF 10 CHANNEL PARTNERS ARE MORE SATISFIED WITH **TRAVEL REWARDS** followed by **Luxury and Business Infrastructure Rewards**



Driving extreme satisfaction over cash-based rewards (56%)

WHAT PARTNERS WANT FROM BRANDS

Future Preference vs Satisfaction



Though channel partners say they prefer cash/cash-based rewards, what really drives satisfaction for them are **travel, luxury and business infrastructure based rewards**

CASH DOESN'T TALK, **ONLY WHISPERS**

When it comes to broad social media sharing, travel, luxury rewards, and rewards to improve business infrastructure were most likely to be shared on social media



93%

of the channel partners shared information pertaining to experience-based rewards, including concerts and adventure trips, with their families.



64%

of the channel partners shared information about travel-based rewards with their close friends, which is the highest among all types of rewards shared with close friends.



3%

of the channel partners posted about cash rewards on social media platforms.

BRANDS, INVEST IN ASPIRATIONS

Cash give short spurts of motivation triggers but for long term brand engagement, driving loyalty, incremental business and a great brand advocacy – aspirational rewards are brand's best investment



For **65%** of channel partners, business infrastructure rewards gave them a **sense of social credibility.**



For **74%** travel rewards were **emotionally gratifying.**



For **65%** luxury rewards gave a **sense of accomplishment.**

3 Growth Recommendations for Optimising Channel Partner Engagement



1

ACTIVATE DRIVERS OF ENGAGEMENT

Focusing holistically on all eight drivers will help brands to build positive and strong relationships with their channel partners.

2

IDENTIFY & FIX GAPS IN BRAND-CHANNEL PARTNER RELATIONSHIP

Lead with performance and preference factors to measure the strength of channel partner engagement. Each brand has a unique Affection Matrix and an equally unique IBC solution framework.

3

UNDERSTANDING WHAT INSPIRES, MOTIVATES, AND DRIVE LOYALTY

Invest in the right mix of rewards to ensure your channel partners stay inspired, motivated and engaged to drive long term channel partner association

About KANTAR

KANTAR is the world's leading marketing data and analytics company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks and our innovative analytics and technology, we help our clients understand people and inspire growth.

About BI WORLDWIDE

At BI WORLDWIDE, we inspire people and deliver measurable business results. Inspire employees solve problems and create value. Inspired salespeople take risks and seize opportunities. And inspire channel partners and customers choose your brand every time. We work with great companies around the globe who know that extraordinary results and only be achieved when their business is energized by the people who make it happen

Our U.S headquarters is located in Minneapolis, Minnesota. We have more than 25 sales offices throughout the U.S and headquarters around the world in Australia, Canada, China, India, Latin America, Singapore and the United Kingdom.

Our worldwide network of offices and partnerships not only gives us unmatched local resources but also allow us to deliver culturally relevant programs and solutions no matter where our customers and their employees are located.

To learn more, visit biworldwide.co.in

CONNECT WITH US

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

Talk to us: marketing.in@biworldwide.com

