

8 Drivers of Channel Partner Engagement

Channel partners are a key entity in the success of a brand in the market. They are not only the face of a company, but the foundation on which the customers interact with the brand.

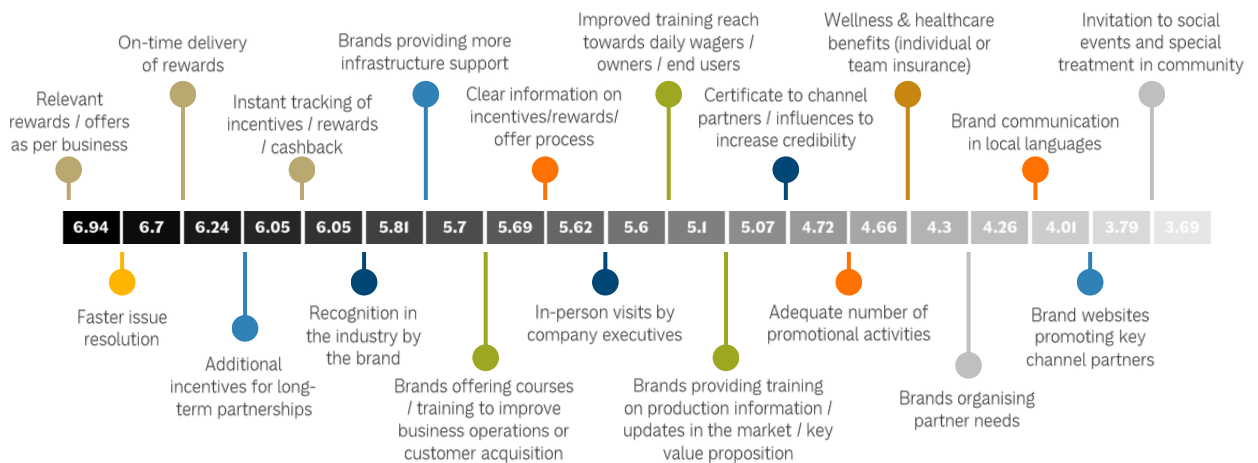
Engaged and motivated channel partners enable brands to build steady, long-term relationships with customers and create new revenue streams for the business.

Understanding the ambitions and aspirations of channel partners is the first step towards cultivating strong and profitable channel partnerships.

BI WORLDWIDE conducted a study in association with KANTAR, a global leader in market research, to understand and analyse what engages and motivates channel partners to give their best.

The research design had three stages: a) in-depth interactions with hundreds of channel partners in a wide variety of verticals, b) workshops to finalise the parameters to consider for quantitative interactions, and c) quantitate face-to-face interactions, using the MAXDiff methodology.

33 different parameters were identified that influenced channel partners' preferences for motivation, engagement and communication. These were short-listed to 19 parameters for the final quantitative study.



Channel partners said that all 19 parameters matter to them, but they have different degrees of importance when they look at the relationship with their associated brands. Parameters were ranked, and then clustered into eight uniformed/relevant groups to have a better view and understanding. We call these the **eight drivers of channel partner engagement**.

1 Operational Excellence

Faster resolution to billing, invoicing and sales claims, product availability, and packaging, rewards, platform, program related queries.

2 Rewards & Incentives

Design rewards to meet functional and aspirational needs of partners, timely delivery, tracking & instant updates.

3 Recognition

Recognition framework ensuring continuous and systematic recognition in the form of certificates, badges, in person meetings, brand recognition, top management connects.

4 Learning

Training on business improvement tactics, product knowledge sessions, process, market trends and key USPs to make them sell better.

5 Brand Affinity

Building a brand association to help partners become visible and promote them to have more customers, regular support to do their trade business effectively.

6 Comms

Clear, relevant communication of program details and benefits, communication plan, rewards and incentives in local language.

7 Well-being

Taking care of partners family, health, lifestyle and benefits & programs for the kids by introducing insurance plans, health check-ups, and financial well-being.

8 Events

Organising partner meetings, special events, milestones and recognising partner achievements and running relevant promotions to strengthen the relationship.