

Cut the clutter

Unifying channel engagement

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Some quick questions:

as a corporate or field leader supporting a channel network,

- 1 Are we making it easy on channel teams** to participate in programs and engage with our brand?
- 2 Are we able to draw the most direct lines possible** between learning, incentive, and recognition activities and measurable results that validate our investment in this programming?
- 3 Are we building a community** with our channel partners in a consistent and brand-appropriate way?

Channel engagement is crucial for success. However, many organizations struggle with disjointed and cumbersome processes that hinder effective communication and collaboration with their channel partners.

The problem: **fragmented channel engagement**

Channel engagement often starts with a dealer portal, intended as a central hub for channel associates. However, these portals frequently devolve into a chaotic collection of hyperlinks, program promotions, and disorganized content. This “octopus” of channel engagement includes:

- **Learning Management Systems (LMS):** Used for certification and curriculum delivery.
- **Incentive portals:** Multiple sites with varying rules and rewards.
- **Communication engines:** Push PR releases, corporate messaging, and updates, often without audience segmentation.
- **Recognition program sites:** Separate portals for different departmental programs.
- **KPI dashboards:** Display performance data, often unrelated to other metrics.

This fragmented approach leads to clutter, dissonance, and confusion for channel associates, resulting in lower productivity, reduced bottom-line results, and higher turnover.

The butterfly effect: **“Fuzzy” ROI**

Corporate stakeholders face constant pressure to validate the effectiveness of their programs and make efficient use of investments. However, the operational and data silos of the current model hinder these efforts. For example, a new learning program aimed at boosting sales might overlap with a consumer incentive and a recognition program, making it difficult to attribute success to any single initiative.



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The impact on managers

The cluttered environment also creates headaches for channel managers. They struggle to find a single source of truth about their associates' performance and progress. Information is often available but not organized, consolidated, or actionable. Managers need tools to align with OEM-driven certification, incentive, and recognition activities and reinforce the right behaviors.

Cutting the clutter

To address these challenges, industry leaders are moving towards breaking down OEM silos and consolidating technology, content, and rewards. The goal is to make it easy for channel partners to learn, develop, assess progress, and earn rewards. Key strategies include:

- **Unify the dealer associate experience:** Integrate all levels and programs into a single platform.
- **Engage dealer teams regularly:** Encourage daily participation in activities that maximize performance.
- **Foster a common language:** Standardize dealer performance and recognition metrics.
- **Empower managers:** Provide tools to become more effective coaches.
- **Localize and personalize:** Tailor learning, incentives, and recognition to individual needs.

The Hub: one-stop simplicity

The Hub exemplifies this unified approach. It integrates:

- **Annual recognition programs**
- **Education and certification programs**
- **Job-specific KPIs**
- **Communications**
- **Resources and job tools**
- **Rewards**
- **Social recognition**

This streamlined platform improves efficiency, unifies rewards and recognition, and simplifies engagement for dealership teams. It secures the next generation of dealer associate engagement.

Unifying channel engagement is essential for improving productivity, enhancing performance, and reducing turnover. By **cutting the clutter** and consolidating processes, organizations can create a more cohesive and effective channel engagement strategy. The Hub serves as a model for this approach, demonstrating the benefits of a streamlined, integrated platform.

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