

Product Suite



Fielo provides Sales, Marketing and HR departments with software solutions to manage Consumer Loyalty, Channel Partner Enablement, and Salespeople Performance.

Incentives & Loyalty

Fielo's points, cash and gamification rules-based engines allow brands to rapidly construct potent, scalable loyalty or incentive programs that foster brand loyalty (B2C), fuel the performance of partners (B2B), and direct sales teams (B2E). For Salesforce users, our Salesforce-native package eliminates the need for coding, automatically reading the CRM data objects and fields in your Salesforce org making them immediately available to create your loyalty program.

Substitute time consuming spreadsheets or legacy systems with a configurable, scaleable solution.

Digital Asset Management

Fielo DAM provides an easy to use, secure vault that can tag and manage audience visibility of assets from brand merchandise to email campaigns, sell sheets to brochures and social media posts. Assets can be personalized / co-branded on-the-fly to help salespeople or channel partners sell more, faster.

Substitute the sending of manual email updates or Sharepoint licence restrictions with a flexible digital solution.

Learning

Fielo's LMS provides the means to digitally promote the continuous learning of products and services, including supporting compliance training or certification programs. Create an engaging learning experience, whether it be a course journey or micro-learning or fun quizzes. Combine individualized learning with incentives, gamification, and rewards-based loyalty techniques. SCORM compliant.

Substitute formal curriculum systems with a fun and engaging learning experience.

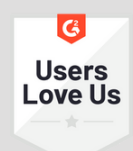
RevOps

RevOps leverages the power of your Salesforce CRM data to guide sales reps and managers towards the desired actions and relationships that drive predictable revenue. Streamline account management processes, including activities and relationships. Use reminders, alerts and real-time performance scoring to course correct with learning and incentives.

Substitute a lack of visibility with a configurable sales playbook to improve revenue predictability.



Celebrated software that drives
Engagement | Performance | Revenue



Features by Product



Incentives & Loyalty

Manage

Program Management

- Multi-program
- Registration and Agreement
- Multi-language content
- Program/Incentive cloning
- Behavior library

Data Management

- Batch and real-time processing
- 360 customer view / profiling
- Individual/Organization members with Contributors
- Libraries and Reconciliation tools
- GDPR Compliance

Transaction & Redemption

- Multiple currency type redemption
- Redemption history
- Transaction history
- Transaction adjustments

Target

Segmentation

- Live/Dynamic segmentation
- Related-list criteria
- Enabled for reporting
- Manual assignment

Tiers

- Rolling period evaluation
- Guarantee period
- Manual exceptions

Learning

- Course and Module management including cloning and segmentation
- Multi content types including SCORM compatibility
- Multiple question types (multiple choice, short answer, matching, etc.)
- Shuffle questions & answers including pool
- Question weight, pass rate, penalties, and timer
- Course dependency to unlock
- Reward with badges, points, or cash

Incentivize

Incentives

- Single-action rules engine
- Individual and team incentives
- Bundling (related data rules)
- Capability to incentivize any object
- Promotions scheduler
- External object incentivization
- Templates/models
- Multi-hop incentives
- Payout creation / Reward by source

Rebates

Create rebates by:

- Fixed Value
- Volume
- Revenue
- Growth
- Tier acceleration
- Target dynamic calculation

Gamification

- Multi-action rules engine
- Capability to incentivize any object
- Challenges & Mission scheduler
- Challenge & Mission rewarding
- Team challenges and ranks
- Missions with fixed objective
- Open-ended missions (competition)
- Prerequisites/Dependencies
- Leaderboards
- Progress tracking
- Leverage historical data
- Templates/models
- Goal-setting

RevOps

- Activity plans
- Relationship plans
- Account scoring
- Activity tracker
- Relationship tracker
- Notification alerts and reminders
- Course correct performance with Training and Incentives
- Drill-down Reporting and Analytics

Reward

Reward Types

- Currencies
- Badges/Certification
- Instant rewards
- Marketing funds

Currency

- Multiple currency types
- Currency expiration
- Redeemable currencies
- Payout currencies
- Support for decimal values
- Currency capping
- Budget management

Reward Catalog

- Internal rewards catalog
- Rewards inventory control
- Voucher codes
- Reward capping

Communicate

Messaging

- Transactional messaging
- Mass email campaigns
- Campaign stats

Measure

Analytics

- Command Center dashboards
- Goal settings for KPIs

Digital Asset Management

- Digital asset management
- Customize marketing material
- Content management system (CMS)
- Email campaigns
- Social post distribution
- Automated co-op fund tracking
- Lead generation