fielo Behavior Acceleration Platform for Partners

There is a smarter & more profitable way to build incentive and loyalty solutions

With over two decades of experience in the Salesforce ecosystem, and exposure to hundreds of customer's requirements, Fielo developed one the most powerful Incentive and Loyalty solutions on the market.
A platform that supports cash, points, and reward programs for Channel (B2B), Consumer (B2C), and Employee (B2E) programs.

Don't start from scratch; build with power and freedom:

Expansive Incentivization: Because Fielo is built natively on Salesforce's Force.com platform, data travels seamlessly between Fielo and Salesforce, enabling incentives for any activity captured as a Salesforce object.

Powerful Segmentation: Use dynamic segmentation to generate clusters, each with their own personalized incentive journey and experience.

Intelligent Rules Engine: Point Fielo at the data source and define the incentive behavior, the performance goal, and granular criteria to be achieved.

Behavior Library: A library contains some of the most common incentives preconfigured. Custom incentives added to the library.

Performance Models: Six in-built: 1) Single Action 2) Fixed Goal 3) Top Performers 4) Performance Improvement 5) Race and 6) Custom parameters.

Gamification: Engage audiences with a series of activities to complete, and show progress through leaderboards, badges, tiers and rewards.

Lightning Web Components/APIs: Prebuilt components, and APIs, are fully configurable, including code and styling flexibility.

360º Analysis: Prebuilt dashboards automatically surface important incentive metrics and insights.

Extensibility: Advanced settings enable core Fielo functionality to be easily extended, offering partners ultimate flexibility and configuration.

Applications: Create a suite of solutions by combining Incentives with Fielo Learning (LMS), Fielo Revenue Operations, or Fielo Digital Asset Management.

10 great reasons to partner with us:

1. More Revenue
Predictable revenues & margins based on preferred pricing

2. Greater Velocity
Deliver more projects with the same resources, in less time

3. Reduced Risk
Mitigate delivery risks, knowing Fielo provides the essentials

4. Natively Built
Native and compatible with other Salesforce Clouds, Apps, and custom Apex solutions

5. Proven Solution
Road-tested by hundreds of international brands

6. Out of the Box Speed
Incentives setup in minutes

7. Ulta Flexible
Leverage Salesforce data or external data to create hundreds of incentive use cases

8. LWCs Included (and APIs)
Drag & drop incentive components

9. Extending Functionality
Fielo manages package quality and maintenance

10. Reduced Maintenance
Fielo manages package quality and collaborates on roadmap functionality/features

Celebrated software that drives
Engagement | Performance | Revenue

High Performer Americas FALL 2023

High Performer FALL 2023

Users Love Us

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

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

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

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

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

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