3 good reasons to have an incentive or loyalty program

1. Modus Operandi: every industry sector has it own unique traits on how an incentive or loyalty program runs, below are some examples:

- in **hospitality**, airlines, hotels have a natural operational affinity to run loyalty programs - either points based or tiers & benefits. Consumers expect it
- in **manufacturing**, especially building materials, rebates are a go to strategy as a business-to-business mechanism
- in the tire industry, seasonal cashback promotions are prevalent;
- in the **IT industry,** partners are invited to join a tier based programs with points or rebates coupled with product knowledge
- in **consumer goods** or **FMCG**, managing the relationship, including product knowledge and inventory management, with wholesalers and retailers is key
- the **retail industry** applies a varied combination of mechanisms from points to cashback to discounts on products or categories
- the **automotive industry** operates incentive programs for dealers and their staff, as well as cash-based promotions to test-drive a car
- in the **financial industry,** retail banks offer consumers benefits based on product or service adoption/usage, whilst in the Insurance sector brokers are incentivised to maintain their product knowledge.

2. Compelling Reason: typical scenarios include, but not limited to:

- a competitor launches an incentive or loyalty program that could impact your market share
- a new product/service launch or expansion into a new market/region
- seasonal activity with a finite window to generate 80% revenues
- to shift excess-stock or ageing-stock
- to accelerate hitting a monthly/quarterly/annual revenue target;
- drive repeat purchases/orders
- know your customer
- internal digital transformation initiative requires a different IT architecture
- your current incentive solution is dated or has a limited experience
- dissatisfaction with a current provider's solution or service
- internal reorganization or new strategic direction
- improve governance to satisfy internal audit or regulatory compliance.

3. Revenue: promotions and incentives are usually used by brands to generate quick sales, as opposed to discounts, while a loyalty program focuses on building a long-term relationship with the customer.

Why choose Fielo?

Pedigree
Having operated for 10+ years, we consider ourselves specialists in designing, launching and running incentive and loyalty programs

Proven
We have been selected by some of the largest international brands to help them launch their consumer, channel or employee reward programs

Robust
Our software has been road tested by hundreds of customers (and millions of users)

Versatile
Our platform supports multi-audiences, multi-programs, multi-incentive mechanisms, multi-reward types, and multi-languages

Capabilities
We provide customers with an expansive list of product features for them to use, including the ability to launch an incentive quickly and without the need for IT resources

Cloud
Natively built and protected by Salesforce security and data controls

Celebrated software that drives
Engagement | Performance | Revenue

High Performer Americas FALL 2023

High Performer FALL 2023

Users Love Us
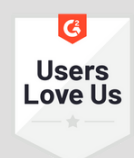
Incentives & Loyalty

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