

## B2B Loyalty Solutions Vital For Building Successful Sales Channels

Channel partner networks are the golden assets that drive a brand. For improving brand presence and revenue, it is extremely essential to have loyal and thankful channel partners. Channel Loyalty programs are the critical pillars of sales growth across different sales channels of the brand. Channel loyalty programs help in engaging and encouraging the stakeholders of your channel network to sell the products and services. Effective channel loyalty programs are driven by creating value for your channel partners both at transactional and emotional levels through personalized communication strategies and by offering meaningful & motivating rewards at each milestone to improve performance consistently.



### Resource of the Month

#### Channel Partner Loyalty Programs & Why The World Needs Them?



In this blog, we will look at what B2B loyalty programs for channel partners are, and why investing in your stakeholders is more crucial today. By examining the need to roll out a well-designed program and what it should potentially comprise, we attempt to display how they can transform channel partner loyalty, sentiment, and brand advocacy.

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### Focus of the Month

#### B2B Channel Loyalty

At Easyrewardz, the focus lies on creating a program that is tailored to meet a brand's expectations as well as the channel partners' needs, thereby making it an experience that is unique, personalized, and professional.

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### Brands Speak

"Easyrewardz has been a great partner in our endeavour to engage with our customers, influencers and channel partners. The team has been a great enabler to our objectives of creating a rewarding and engaging program and this has been a continuous journey of enhancing and delivering value to all stakeholders. Team ER has been very helpful throughout our integration journey. We are extremely happy to be associated with Easyrewardz!"



**Gurminder Singh,**  
Head - Branding,  
JSW Cement



### In The News

#### Widespread Digital Receipts Acceptance Catalysing Huge Retail Transformation



Digital receipts are transforming retail marketing as it is an opportunity for retailers to digitally engage an offline customer. With digital receipts, retailers get access to customer data which can be leveraged to build a 360° picture of the customer and target them with personalized communications.

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### In Conversation With

Internal customers cannot be and should not be ignored. Employees and Channel Partners play an integral part in defining a company's future. Investing in Channel Loyalty Program helps increase sales, create new markets and yield a long-term impact in terms of brand loyalty. Successful brands are built when channel partners are motivated and happy about contribution made by them towards brand's growth. The right Reward & Recognition strategy goes a long way in creating buy-in of internal customers to deliver results.



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