Toll-Free:
800-547-1618

NextBee

PARTNER ENGAGEMENT PLATFORM

Features, Abilities & Activities

But First: Who is NextBee?

NextBee is the leading marketing promotions platform for businesses with a social–media-savvy audience and the effort is driven by an ever-growing core product development group.

Our seasoned team of account managers, developers and designers will take your program from start to launch. Our metrics driven solution has full integration capabilities with nearly any 3rd party solution and to match any client's needs, we have built our solution as a cluster of programmable web services that can be configured within a short interval to build programs as unique and innovative as our clients' brands.

Tailored Solutions for Multiple Industries

- Retail & eCommerce Stores
- B2B Solution Clients
- Health & Wellness Facilities
- Channel & Inbound Sales Teams
- HR & Talent Development Teams

- Corporate Alumni Relations
- Member Associations
- Schools & Universities
- New & Traditional Media

This document details the features, abilities & activities which make us...

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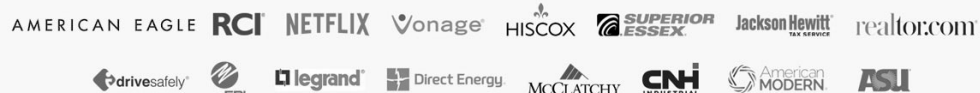
HIGHLIGHTS OF THIS GUIDE

1. Partner Engagement Defined

2. Buzz Building & Engagement Tools

3. Training & Continued Engagement Tools

4. Robust Tracking Technology

5. Partner Engagement Best Practices

6. Limitless Reward Fulfillment Options

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Partner Engagement Defined

A partner engagement program is about creating relationships where partners feel passionate, energetic, and committed.

A well implemented partner engagement program should build a long-lasting, profitable relationship between all the different members. The wholesaler, dealer, and retailer should help each other push opportunities and expand the availability of their product or service. In response, brands should offer partners incentives which increase loyalty.

A culture of engagement comes from brands engaging with partners and letting them know they are appreciated, heard, and, by relationship, are an empowered component of the company.

When your partners know that a brand cares about their input and they see the brand is working to remove barriers by instituting various forms of recognition, onboarding tools, training and resources, quicker lines of communication, and ways for partners to submit ideas to improve the company they become heavily invested in the brand as a whole, especially if they're given incentive to do so.

Build Engagement And Not Just Satisfaction

A robust engagement program begins with an introduction to near-endless possibilities. An announcement of the company's desire to engage their partners, get to know them better, and the willingness to provide valuable rewards in addition to a great relationship. This lays the ground work for creating engaged vs. satisfied partners. Satisfied and successful partners maintain high levels of loyalty to a company, they feel invested in the company.

In one of its simplest forms, a partner engagement program rewards users for completing certain activities, usually ones tied to KPI's. The partners often receive points towards valuable rewards and some sort of recognition for their efforts to complete the prescribed activities. Since points and benefits build up over time, the partner has an incentive to remain active in the program.

A quality partner engagement program is a tangible manifestation of a company's commitment to their partners.

Everyone seeks value from their relationships, personal or work. By providing what your partners seek, and demonstrating a commitment to their relationship with your brand, you ensure their commitment to you for many years to come.

Buzz Building Tools

Build Buzz and Expand Your Reach through effective word of mouth channeled by social reach of your users. You will also build truly lasting connections with your community members with in-person interactions and effective group dynamics.

Tools Include:

- News & Updates
- Peer to Peer Recognition
- Manager Recognition
- Facebook Posts
- Video Testimonials
- Facebook Like
- Instagram Follow
- Twitter Post
- Twitter Follow
- Email Invites
- LinkedIn Post
- Social Share SMS

Partner Engagement Tools

Truly Engage Users with a solutions which increase repeat uses, rewards partners for meeting KPI's, and much more.

Tools Include:

- Sales Performance
- Leaderboards
- Feedback & Suggestions Idea Lab
- Goal Setting (daily, weekly, monthly)
- Surveys
- Group Event and Conference Check-ins
- Event Decor Selfie Photos (trade show booths, etc.)
- Tracked KPI's based on Partner Roles

Training & Continued Engagement Tools

Classroom events and face-to-face sessions have their place, but they have little impact on their own. Effective training needs to be reinforced on a regular basis and training combined with engaging activities are the best way to do that and ensure training is more effective.

Tools Include:

- Training Modules (w/Learning Management Systems)
- Quizzes & Trivia for Product/Brand Knowledge
- Onboarding Challenges
- Process & Safety Certifications
- eSign for Process and Training Completion (w/Docusign)
- Community Voting
- Partner Forums (w/ WordPress)
- Kudos to Partner Peers
- Nomination of Partner Peers
- Polling
- Welcome Bonuses
- Log Back In Bonuses
- Product Up-sells
- Specialized Contests
- Custom Segmented Referral Offers
- First to Finish/Adopt New Training Initiatives Recognition
- New Partner/Team Onboarding Mentor Support
- Ad-hoc Partner Credits for Above and Beyond Efforts
- Task Completion Checklists
- Safety Course Training & Product Safety Checklists and much more...

NextBee has been tremendous in putting in place all the variables for us to be successful!

Mary Veloske
Vice President - Eniva USA

Robust Tracking Technology

Detailed Tracking of every partner engagement activity, no matter where the activity occurs - offline, online, and even through phone activities.

Tracking Options Include:

- Order Tracking from Shopping Cart
- Subscription Payment Tracking from Paypal
- Bonus Points For Specific Products
- Points for Post on Facebook
- Points for Post on Twitter
- Twitter Hash Tag Tracking
- Daily Limits on Points
- Promotions Partner Account Tracking
- Tracking of Comments and Reviews
- Special Double Points Weekend
- Promotion Channel Specific Offer
- Customer Profile Specific Offer
- Product specific bonus points
- Two Step Conversion Tracking (Free Trial)
- CRM sales based tracking
- Facebook Like Tracking
- QR Codes and Smart Phone Bar code scanners
- Integration with POS Systems Data
- Customer Visit Tracking for Particular Pages of Site
- Games (e.g. Crossword puzzles) Performance Tracking
- Photo Upload Tracking
- Quiz Performance Tracking
- Team or Customer Group Specific Tracking
- Offline Sales Tracking
- Ad Hoc Credits for Points Upload
- Tracking Data from Affiliate Network Links
- Member Club Id Based Tracking
- Referral Recipient Reported Data Tracking

Partner Engagement Best Practices

As can be seen from above, there are many tools that can build buzz, drive partner engagement and allow complete control over seeing what's working and what's not. All of these tools can be combined with activities that bring everything from new business, increased brand awareness and drive partner retention and loyalty.

Even with great tools like those which NextBee can offer, it still begs the question, "What are some ideas which can best engage partners?" Below, we outline common mistakes – and then discuss best practice solutions which make the engagement strategy work.

Mistake #1 - Poor Transaction Tracking
One of the key reasons for running a partner incentive program is to reward loyalty and encourage continuous partner engagement hence do not give incentives without proper analysis.

Recommended Solution: Track every sale made by partners, do a well-defined KPI analysis on the data and base incentive rewards on partner metrics. Make it more enjoyable by defining segmented hierarchy for partners thus attaching more incentives for higher groups. Also, partners should have a seamless tracking option that allows the parallel activity to be tracked and rewarded as defined in the program. Activities like receipt uploading, distributor data upload or any EDI transaction should be easily tracked and rewarded as agreed.

Mistake #2 - Disconnect between Partners
A disconnect between the company sales department and the various partners can lead to a break in the supply chain.

Recommended Solution: Make sure there is an active collaboration platform between the sales team of the partners where they can have real-time insight into each other's inventory status. The mechanism of partner programs is designed to push offering on the parallel supply chain, but a disconnect jeopardizes the effectiveness of the program, Partners begin to fall out of the program when it is no longer effective.

Mistake #3 - Limited Access Points
Considering that the program will have many vendors coming together, it is a big mistake to limit the access to just the web or a single platform access.

Recommended Solution: Engage partners on different channels, make it an Omni-channeled access to increase participation. Explore the use of mobile apps and extend engaging platforms to social media domains.

Mistake #4 - Implicit Sign-on
Do not make accessing the program difficult for the partners and inside sales reps. It is a big turn off when the process of gaining access to a partner program is clumsy.

Partner Engagement Best Practices (cont...)

Recommended Solution: Regardless of the actor, platform and domain, accessing the program should be configured as a secure single sign-on enabling user to use their current program, social profile or company credentials as sign-on details. It will help users to have a seamless experience anytime they try to engage with the program.

Mistake #5 - Program not Designed for Long-Term Relationships
Not creating the program as a platform for a long relationship between partners will not make it last and this only means the program benefits are not fully optimized.

Recommended Solution: Configure the program to provide access to many metrics and export the derived parameters to a CRM system for proper management. Based on demographics or attributes of partners, always keep them in the loop by sending relevant news and upcoming events.

Mistake #6 - Not Defining Ownership
So many 3rd party vendors partnering in the program so eliminate the risk of losing individual rights to partners of the program.

Recommended Solution: Define every possibility in management and funding. Always engage in fine-tuning the objectives with partners and do not leave issues unresolved. Make sure the terms and conditions are acceptable in the geographical regions of all the partners.

Mistake #7 - Rewards are not Motivating
Partners will not find the program interesting and have no reason to join if the rewards offered are not desirable.

Recommended Solution: Do not use a one-size-fit-all reward scheme rather provide a wide variety of incentives as rewards. Put in an effort to understand different users of the program and offer incentives that will match up with their distinct performance and attributes.

Now that you have understand the basic framework and best practices, you can choose the right messaging, actions and rewards that will get partners to engage with the platform.

But, having said that, let's dive deeper on what your reward and fulfillment options are and how NextBee can help with every step.

Limitless Reward Fulfillment Options

Easy Limitless Rewards & Fulfillment - Rewards usually fall into 2 categories; Cash-In/Value Rewards & Appreciation/Status Rewards and the great news is that NextBee offers the utmost flexibility in reward choices. Through partnerships with many fulfillment channels, we can offer near endless options. In all cases NextBee manages the entire fulfillment process so there will be no fulfillment effort required from clients.

Options Include:

- Third Party eGift Cards
- Amazon On-Demand Gift Card
- In-house/In Store Coupon Codes (where applicable)
- PayPal Cash Reward
- Daily/Weekly/Monthly Lucky Winner Reward
- Highest Points Winner Reward
- Visa Gift Cards
- Gamification with Redeemable Reward Tiers
- Social Recognition Badges
- Employee Tagging
- Expiring Reward Points
- Virtual Cash with Branded Reward Points
- Limit on Rewards Issued to a particular employee
- 1099 Form Handling for Cash Rewards and many more...

Our Success Stories

Legrand enriches channel sales training and drives performance through rewards and gamification

Florida Power and Light drives channel partners referral leads through their app based community

Wyndham Resorts boosts in-house sales performance and retention through NextBee's gamification and recognition features

Conclusion

Final Thoughts | Contact Information

This quick guide has covered an overview of features, ideas and tools which NextBee offers for its Engagement Platforms but it truly just scratches the surface of what our company of developers can do.

One added feature and ability that may not be conveyed easily with this guide is that NextBee's entire team is dedicated to providing the best in customer service and works tirelessly to ensure your company's success. From day one we work with the best practices you need to incorporate for driving greater engagement and garnering a stronger ROI.

If you find you still have questions and want to learn more we have several paths you can follow:

1) **Request an Information Session / Personal Demo http://bit.ly/NextBee-Meeting**
2) **Subscribe to our YouTube channel at http://bit.ly/NextBee-YouTube**
3) **Give us a call! (800) 547-1618**

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Robust Analytics

Benefit from robust and in-depth analytics, all of which are based on user segments and KPI optimizations, so you can quickly make adjustments for getting the best ROI from your program.

Personalization

By using our Smart Rules System, which is based on profile attributes, engagement levels, earned incentives, and much more, you are able to personalize activities and incentives for your end users

Solution Suite

A complete engagement, advocacy, & social promotions solution suite. Our experience allows you to quickly overcome normal development obstacles & offer a unified branded experience covering every interaction you could want.