

An incentivized learning initiative fostered a more **educated and loyal partner network**, effectively positioning this Technology Suppliers' products in the market.

360CaseStudy

THE SCOPE

Renowned globally for its cutting-edge data infrastructure solutions, this technology supplier sought to amplify brand visibility, loyalty, and product advocacy among its channel partners. Their objective was to cultivate a more informed and engaged partner community to strengthen their marketplace positioning. Through an inclusive approach targeting various partner programs, they aimed to empower partners with the necessary tools and knowledge to effectively market and recommend its advanced technological solutions.

THE CHALLENGE

But the complexity of this supplier's product offerings made it difficult for channel partners to communicate benefits effectively. Overcoming this hurdle required a comprehensive solution that not only educated but also engaged partners, fostering loyalty and enhancing partners' ability to advocate for the suppliers advanced technologies across diverse market segments.

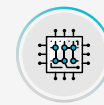
THE SOLUTION

HMI ([now part of 360insights](#)) created an [incentive program](#) designed to influence [education and learning](#) and incentivize the technology suppliers technical engineers and sales reps, to learn about their technology by rewarding points for engaging activities. This led to the channel partners becoming more comfortable with the business's technology.

To maximize program reach and ensure participants felt valued, [the program](#) introduced a "fast start" enrollment bonus, "refer-a-friend" bonuses, and holiday and anniversary bonus points. The program also incentivized attending webinars and events, taking quizzes, and reading whitepapers. To maintain the engagement, a gifting module was introduced, allowing their business development managers to gift points to participants. The incentive program was successful in creating a community that provided up-to-date information, training, and resources. Strategic training modules rewarded resellers for successful completion and "we miss you" campaigns helped re-engage dormant users. The program also awarded points for preferred behaviors, such as attending events and closing large deals.

THE RESULT

The global data and technology supplier experienced substantial growth in channel engagement, with the enrollment of over 4,000 partners in its incentive program. The initiative demonstrated remarkable reach, as evidenced by an impressive email open rate of 40% and the successful deployment of 4,183 learning promotions distributed across more than 70 countries. This expansive engagement facilitated a more educated and loyal partner network, adeptly positioning their products and fostering a culture of continuous learning and advancement. Enhanced communication and interaction between the company and its partners strengthened relationships and paved the way for successful business outcomes.



TECHNOLOGY POINTS-BASED INCENTIVIZED LEARNING PROGRAM

COMPANY

Global Data & Technology Supplier

INDUSTRY

[Computer Hardware](#)

BUSINESS OUTCOMES

- Incentivize Learning & Education
- Increase Loyalty
- Increase Engagement

PRODUCTS USED

- [Incentives & Rewards](#)
- [B2B Loyalty](#)
- [Incentivized Learning](#)

THE SUCCESS

4,000+

channel partners enrolled

40%

email open rate

4,183

successfully launched learning promotions

“The collaboration and creative insights helped us build a highly successful Rewards Program. This work will drive customer loyalty and success in our company for years to come.”

Program Stakeholder



ARE YOU ON THE RIGHT PLATFORM
TO SUPPORT YOUR CHANNEL?



360insights
how it all makes sense.