



salesforce edition

engage your channels, motivate your customers, reward their loyalty.

fielo can help.



program design your way

With fielo's Multi-Action Rules Engine, you define your incentive programs your way. You can specify any combination of program participant activities – for example, purchases, leads and training course completion – and define performance/quantity thresholds for how your channel and customers earn points, rewards or badges. Successful attainment of goals triggers the provision of points to participants, which can be redeemed for a broad range of reward mechanisms.



target the right segments

Knowing your channel and customers helps you understand how to motivate them to sell and buy more. fielo's Segmentation Engine gives you the ability to personalize the program experience for select participants. Cluster those that have the best sales performance, or those within certain geographies. Target programs for training rock stars, or those that may need additional incentivizes to become one. With fielo's Segmentation Engine, you can define rules to group members' according to their attributes and history.



insights through analytics

In order to build an effective incentive program, you need visibility into participants' activity, allowing you to not only measure results, but also to drive desired behaviors. With fielo IA's rich reporting and dashboarding capabilities, you get insights into program participation, and can measure progress against defined KPIs. Your program dashboard provides a clear, visual snapshot of your program participants' engagement levels, including month-over-month growth and sparklines showing program trends.



native salesforce architecture

fielo IA is built natively on Salesforce.com. As a result, data travels seamlessly between fielo and Salesforce, enabling program participants to be incentivized for any behavior captured as a Salesforce object. For example, fielo can monitor Salesforce objects on channel activities – generating leads, exceeding a monthly target, registering new opportunities – and can incentivize any of those activities. fielo, in turn, feeds information to Salesforce about activities, scores and product pricing intelligence, to paint a broader customer intelligence picture.



multi-program support

fielo IA enables you to define, run and measure multiple partner programs and campaigns in parallel, based on your product goals and the unique profile and needs of your participant communities.



salesforce community cloud, marketing cloud and lightning ready

fielo is fully linked to Salesforce CRM applications. Community Cloud and Lightning Components connect your Salesforce Communities portal to fielo's core loyalty and incentive features, giving program participants easy and attractive tools for monitoring their incentive program participation and progress. Marketing Cloud integration allows you to send emails and notifications based on program information, including registration, completed actions, e-learning and points redemption.



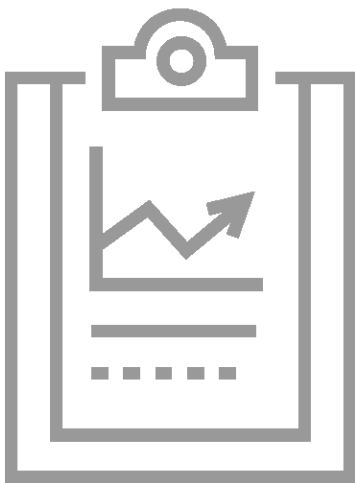
gamification

fielo IA brings gaming mechanics technology to loyalty and incentive programs, tapping into members' desire for competition, achievement and recognition. fielo gamification capabilities enable you to define interim challenges involving objectives, performance, time (race) and missions. Participants can also track their progress on a leaderboard, and get rewards and badges according to their scores.

Savvy incentive program professionals drive members of their channel and customer ecosystem with compelling programs that command their attention and boost their productivity. With fielo Incentive Automation built natively on Force.com, you can build loyal relationships that set you apart from your competitors, grow sales and drive collaboration – and leverage your Salesforce investment.

To find out more about what fielo Incentive Automation can do for you, contact us at (415)735-1968, email us at marketing@fielo.com or visit us on the web at www.fielo.com.

checklist



platform

- ✓ Tier Management
- ✓ Multi-programs
- ✓ Multi-action rules engine
- ✓ Gamification
- ✓ Program Templates
- ✓ Flexible Rules
- ✓ Scheduled Campaigns
- ✓ Analytics

rewards and redemption

- ✓ Internal Rewards: cash, gift cards, experiences, merchandise, badges and more
- ✓ External Catalog Integration
- ✓ Portal Content Management

salesforce integration

- ✓ Community Cloud
- ✓ Marketing Cloud
- ✓ Lightning
- ✓ Einstein

pre-configured apps

- ✓ Purchase Behavior
- ✓ E-Learning
- ✓ Brand Compliance