Fielo: Loyalty & Incentives solution native to Salesforce

Fielo enables the design and management of Channel Incentive programs and Customer Loyalty programs. Those programs are fielded to channel partners / customers via Salesforce Community Cloud using Lightning components.

WHY DO YOU WANT TO RECOMMEND THIS APP?

- **Loyalty and incentives made simple:** With it's point-and-click incentives and loyalty program management, Fielo has taken the complexity out of designing and managing loyalty and incentive programs
- **Gives real competitive advantage**: Drive meaningful results at a lower cost, with a modern digital solution
- **Boosts engagement and performance**. Benefit from an engaged, knowledgeable, high-performing channel ecosystem and/or an increase in customers' purchase behavior (RFM -- recency, frequency, monetary), as well as cross-selling and up-selling.
- **Native to Salesforce:** As a Salesforce-native application, Fielo extends the value of your Sales Cloud, Community Cloud, Commerce Cloud, and Service Cloud investments. You will also reap the benefits of Salesforce's security, scalability, and reliability infrastructure.

CUSTOMER REVIEW



"We brought in Fielo to be a key component of a complex loyalty program migration into Salesforce. Not only has their platform been great, providing OOTB capabilities that have enabled us to expand our dealer programs more efficiently and with great impact than before, but their people have been great partners in helping us think strategically on how we can grow our programs by driving B2B behavior that creates better long-term outcomes. Fielo is a core partner for a $1B business and I feel fortunate that we chose them to help us build a better program".

Mike Lewis, Director, Ecommerce at Pentair

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Fielo: Loyalty & Incentives solution native to Salesforce

Fielo is loyalty made simple. With Fielo's Salesforce-native Loyalty and Incentives solution, any company can transform its loyalty and incentives program into a powerful competitive advantage.

PARTNERSHIP FACTS

5-star rating! ★★★★★

Target Market:
Channel Incentives product– enterprise and mid-market tech, manufacturing, and consumer goods
Customer Loyalty product – mid-market consumer goods, cosmetics, and retail

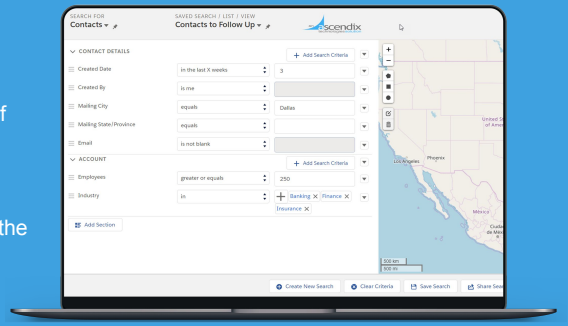
Target Buyer: Channel Chief, VP/Director of Channel Marketing, Director of Channel Incentive Programs, VP/Director of Customer Loyalty, VP/Director of Ecommerce

Target End Users: Channel Program Managers and Loyalty Program Managers

Upsell Opportunity: Salesforce AE gets quota retirement on the Fielo ACV that ranges from 15% to 20% depending on the deal. Moreover, Fielo has considerable Salesforce license drag

Customer Base: 33 firms, 66% Salesforce clients

Onboarding: The app is available on the AppExchange



PAIN POINTS FIELO SOLVES

- Channel Incentives product - channel productivity/engagement stagnating or declining, partners' business capabilities not growing
- Customer Loyalty product - customer spend/engagement stagnating or declining, lack of customer visibility

CUSTOMER BENEFITS

- Increased revenue
- Increase customer/partner engagement
- Simple to install and set up loyalty and incentive platform
- Increase channel and customer performance
- More visibility into channel partners and end customers
- Drive engagement and results at a lower cost

CUSTOMERS Google PENTAIR BURGER KING ArcelorMittal enel

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Salesforce-native incentive automation with Fielo

Fielo is an incentive automation solution for designing and managing powerful, innovative Channel Incentive programs and Customer Loyalty programs with point-and-click simplicity.

"We're looking to improve our B2C loyalty program, so fielo is doing a great job helping us to achieve our goals and increase the loyalty on our customers."

– Jonathan Gomez, CX manager at Flecha Amarilla

5 ways Customers win with Fielo

1. Fielo can incentivize any behavior that is represented as a Salesforce Lightning Platform object (Lead, Opportunity, Order, Campaign, etc.); those objects and their relevant fields are presented to the program designer when creating an incentive.
2. Incentives and promotions for partners/customers appear in Community Cloud as Lightning templates.
3. With Fielo, you can extend the power of your Salesforce investment to drive higher performance from your channel partners and sales teams as Fielo grows the utilization of your Salesforce PRM, Community Cloud, Sales Cloud or Service Cloud application. And you can foster greater engagement with your customers as Fielo grows the utilization of Community Cloud or Commerce Cloud.
4. Simple design and management - Point-and-click segment definition and incentive design, deconstructed incentive creation process, Lightning-based click-not-code front end design.
5. Instantly build and scale - Pre-packaged playbook templates get powerful incentive programs up and running in hours, not weeks or months, then easily scale when your channel needs to grow.

★★★★★

30+ Happy Customers

Google, Burger King, terpel, PENTAIR, CLARINS, CEAT, Coca-Cola

