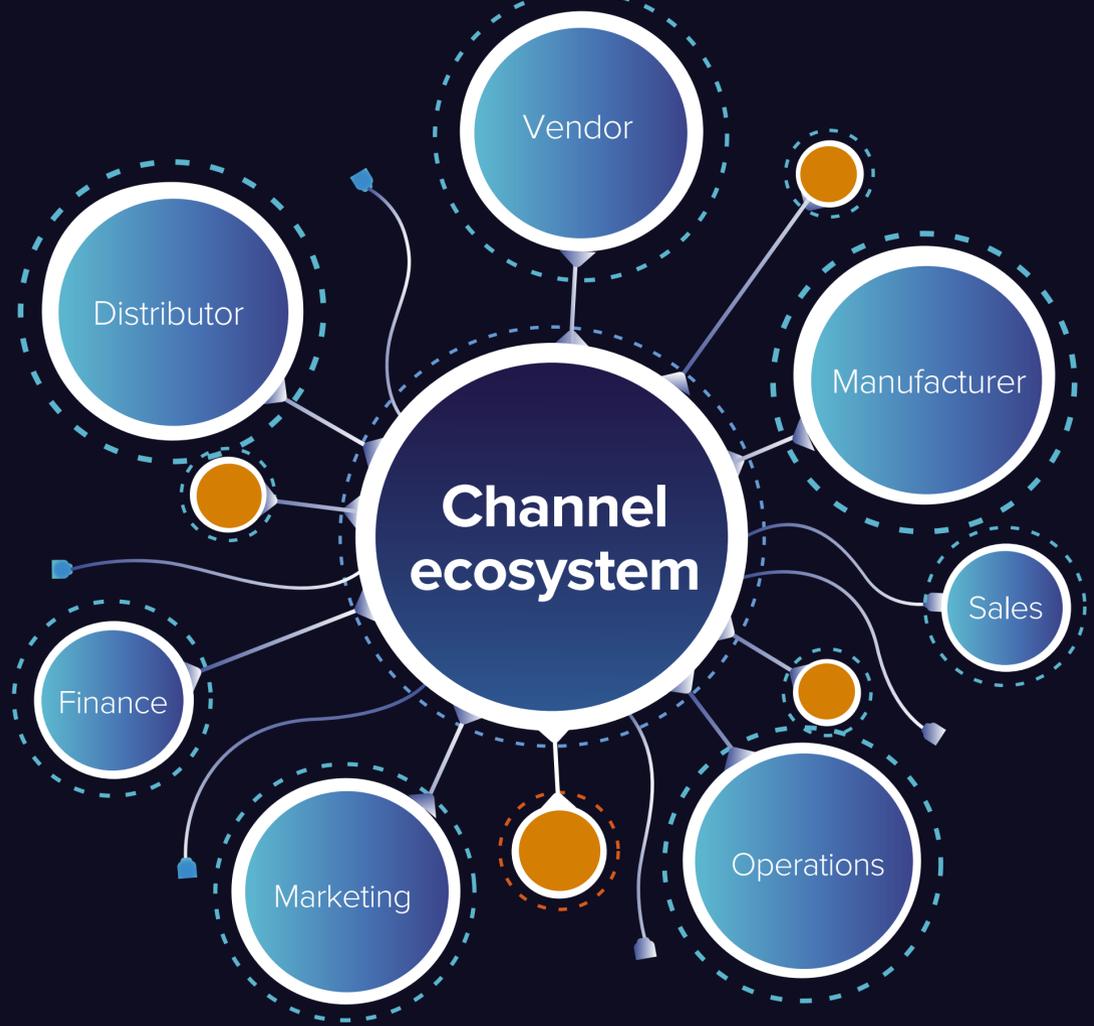


A Guide For Creating An Unbeatable Channel Loyalty Program

Customer Loyalty and **Customer Retention** are the cornerstones of successful channel partnerships.

But with a rapidly evolving **channel ecosystem**, it's hard to attract and retain quality **channel partners**.



Share of wallet has traditionally been the best measure of partner loyalty. But partners need to consider other loyalty measures too, including:



Cultivating loyalty is not easy!

The ground is shifting, and the competition is fierce. Especially when partners are in the driver's seat, with multiple vendors, products and solutions to choose from.



So how do you secure and preserve productive partnerships?

By taking into account the top factors channel partners consider when deciding which vendors and programs they will invest in:



Discover the most important practices for evaluating and designing your company's partner loyalty programs.

Download our eBook

"A Guide For Creating An Unbeatable Channel Loyalty Program"



About channelConduit

The channelConduit Suite from Vistex is a solution set designed to engage your indirect sales channels and equip you and your partners for program success. From marketing enablement and incentive management to channel payments, the channelConduit Suite provides companies with strategic insights into channel activities while maximizing channel revenue. Seamlessly manage all global programs, increase partner engagement and streamline administration.

About Vistex®

Vistex provides enterprises with solutions that manage pricing, incentive, rebate, rights and royalty and channel programs to enhance business performance while reducing labor and infrastructure costs. The software and services provided by Vistex are optimized by industry to deliver an end-to-end solution for the design, management and administration of the entire spectrum of go-to-market programs. Enterprises are empowered with unprecedented visibility into program performance, and gain deeper insights to better enable fact-based decisions that drive revenue, control cost, minimize leakage, and streamline processes.