



Client: Microsoft (India)  
Solution: Partner Relationship Management

*The SMB Distribution Group of Microsoft is in the business of providing applications software to key clients in the SMB segment.*

## THE PROBLEM

Microsoft's SMB group is responsible for product sales through the reseller and system builder channels. The group operates through five distributors in India who have the responsibility for physical distribution, sales and reach within the markets countrywide. Distributors have been selling Microsoft products to their existing channels. However, Microsoft (India) wanted to:

- Expand the distribution breadth, that is, extend the reach to a larger reseller base.
- Create a sense of loyalty and commitment among distributors' account managers responsible for Microsoft products, by recognizing and rewarding high-performers.

## THE BUSINESS CHALLENGE

Microsoft (India) approached SurfGold as a strategic partner to:

- Analyze current SMB Channel approach of Microsoft (India).
- Formulate appropriate strategies and methodologies to extend reach.
- Design programs and schemes to improve reseller purchase frequency.
- Build loyalty among distributors' account managers across the country.
- Evaluate, assess and monitor implementation using appropriate methodologies.

## THE SOLUTION

SurfGold adopted a number of initiatives to achieve the objectives. These initiatives can be broadly classified under:

**Analysis:** Primary and secondary research of market, distributors and sales team to derive the attainable reseller reach/sales growth.

**Program Development:** The program design to achieve set objectives included branding the program, having target-based breadth promotion schemes, and devising effective communication channels to maximize participation.

**Program Implementation:** SurfGold implemented the loyalty program through its proprietary web-based loyalty solution. Account Managers could participate by registering online and submitting their sales/breadth achievements on a weekly basis. They received points which could be used for redeeming rewards from the online catalog.

**Program Monitoring and Evaluation:** Setting up systems for monitoring program success, providing reporting structures and suggesting activities for maintaining momentum. The system would allow evaluation of performance of business managers and decide reward structures.

## PARAMETERS FOR MEASURING SUCCESS

Objective and measurable parameters for program success were clearly specified in quantitative and qualitative terms, with specific milestones. These included:

- Increase in distribution breadth by a certain percentage within a defined time frame.
- Increase in reseller participation frequency by a certain number.
- Account Managers' participation and performance improvement.

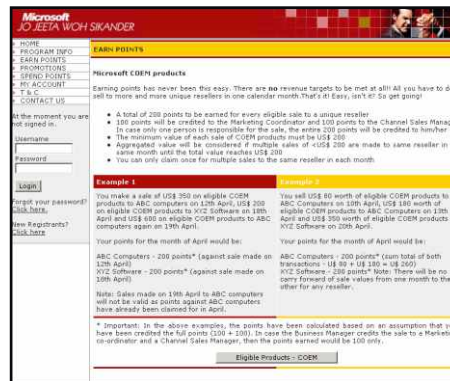


*Microsoft's 'Jo Jeeta Woh Sikander' program for account managers (AM) of Microsoft Authorized Distributors provided incentives for every sale. After completing online registration, AMS could track the points they earned against each sale and the redemption status.*

## SOLUTION IMPLEMENTATION

SurfGold designed the Microsoft 'Jo Jeeta Woh Sikander' Program, an Online Rewards Program, targeted at sales account managers and internal sales co-coordinators of Microsoft's Distributors. The brand name was instrumental in driving the desire to out-perform and achieve more. The program was implemented in the following manner:

- The Program was communicated through multiple modes. Direct Mailers and ezines were used effectively. A flexible program allowed sales managers to select their own targets.
- The program website allowed members to track their points, choice of rewards, along with features to foster recognition and build relationships, such as 'Sikander of the Month', Anniversaries and Birthdays of the week, etc.
- Interim program accelerators were introduced to maintain interest levels, push sales and increase participation.
- Community building measures through ezines with testimonials, success stories, news, sales jokes, to increase a sense of belonging and participation.
- Continuous measurement of sales account managers' performance and a closed loop strategy indicating benefits of performance at an individual level helped increase average target achievement throughout the program period.



## THE RESULTS

- Maximum participation from the distributor's team for the program.
- Average resellers per sales account manager serviced grew 25%-65% indicating the success of the target-based promotion at all levels.
- Reseller breadth increased by 20% from previous quarter.
- Overall sales jumped within the program period.
- Reseller purchase frequency grew with more resellers purchasing every month within the quarter.

## GUIDING IMPLEMENTATION PRINCIPLES

- A platform that enables easy participation and communication.
- Flexibility to allow implementation of target based schemes at an individual level.
- Enable monitoring and reporting at all stages.
- Create a sense of competition amongst account managers to boost performance.

*SurfGold is Asia's premier partner relationship management consultancy.  
We develop, market and implement incentive-based strategies and  
technologies to build loyalty and reward long-term relationships.*