



KANTAR | BI
WORLDWIDE

Channel Partner Engagement Research India

What Really Drives Channel Partner Engagement Secrets To Win Over Your Channel Partners

Oil & Gas Industry Overview

BIWORLDWIDE.co.in

This document contains legally protected, highly privileged and confidential information intended solely for viewing purposes by the reader. Any unauthorized use, reproduction, or distribution of all or part of the contents thereto is strictly forbidden and shall be subject to legal action.



Key Insights - Oil & Gas Industry

8

Drivers of Channel Partner Engagement

Recognition and Learning emerged as the top drivers of engagement besides Operational Excellence and Rewards & Incentives



73%
of Channel Partners are not engaged in India

68%
of channel partners says travel-based rewards drive extreme satisfaction

43%
of channel partners use social media for their business needs

Rewards & Incentives, Operational Excellence, Recognition & Learning are the Top Drivers influencing the Brand-Channel Partner Engagement



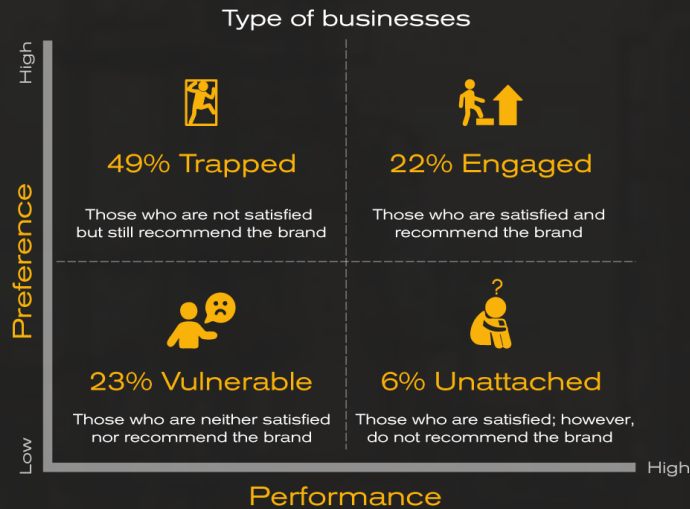
Status of Channel Partner Engagement in Oil & Gas Industry

Basis performance* and preference* parameters, oil & gas industry has a higher percentage of trapped partners. To address the trapped segment, brand needs to focus on drivers that helps in maximising performance.

Overall Affection Matrix

On the basis of **performance** and **preference**, the outcome of the study put channel partners in four different quadrants of engagement of the Affection Matrix

 Engaged
  Trapped
  Unattached
  Vulnerable

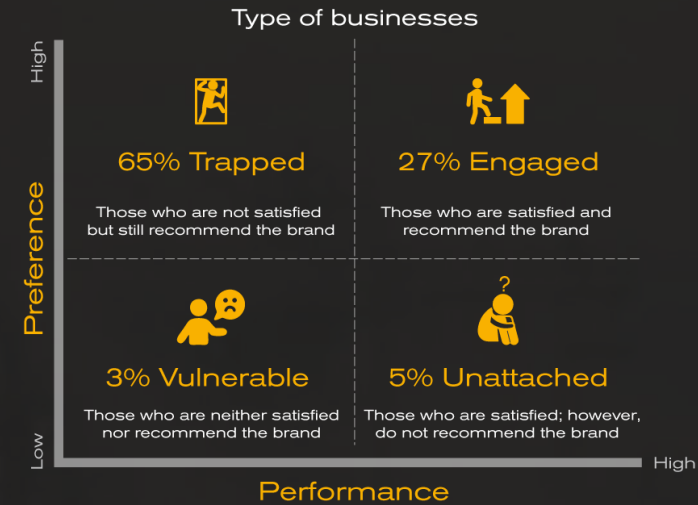


VS

Oil & Gas Affection Matrix

On the basis of **performance** and **preference**, the outcome of the study put channel partners in four different quadrants of engagement of the Affection Matrix

 Engaged
  Trapped
  Unattached
  Vulnerable



*Performance, defined as extreme satisfaction with the brand while meeting all the needs and expectations

*Preference, defined as the likeliness of partners to continue with the brand in the following year and their confidence in recommending the brand to peers in the industry

Move Channel Partners to Engaged Quadrant Leveraging IBC Engagement Framework

The IBC [Invest, Build, Consider] framework defines which drivers to Invest, Build and Consider to address the existing gaps in brand-channel partner relationship by optimising preference and performance parameters.



INVEST

Invest 'drivers' are very critical for brands to focus on for influencing higher preference and performance that results in positive impact on the brand-channel partner relationship. Failing to do so leads to a greater risk of dissatisfaction amongst channel partners.



BUILD

Build 'drivers' are important for brands to focus on for influencing preference and performance that results in positive impact on the brand-channel partner relationship. Failing to do so leads to a medium risk of dissatisfaction amongst channel partners.



CONSIDER

Consider 'drivers' are not so important for brands to focus on for influencing preference and performance as they have limited or marginal impact the overall brand-channel partner relationship. However, consider 'drivers' can quickly move into build phase, that's why we recommend watching them carefully.



The IBC [Invest, Build, and Consider] Engagement Framework

CONNECT WITH US

To get a deeper understanding of challenges, expectations and opportunities of building a robust channel partner engagement strategy and drive business growth.

Talk to us : marketing.in@biworldwide.com

Know more : [BI WORLDWIDE CHANNEL LOYALTY SOLUTIONS](#)