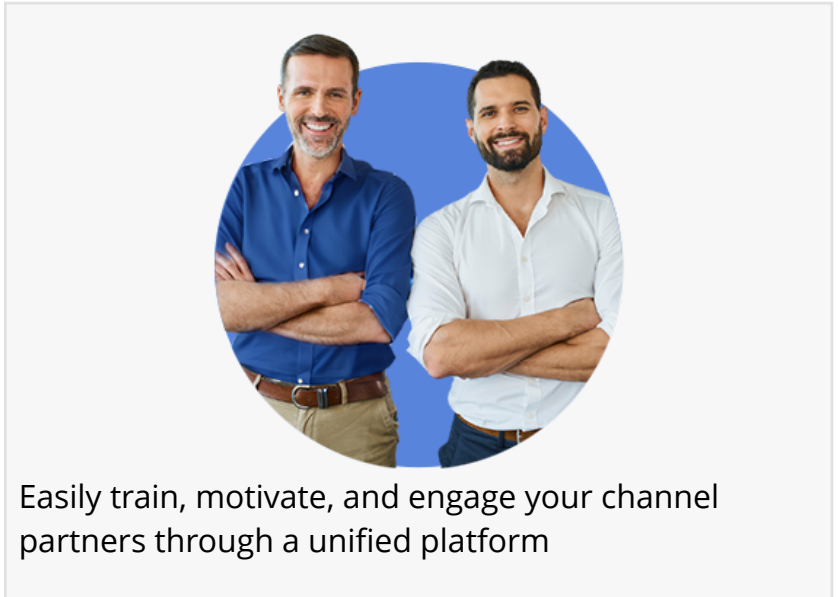


Fielo Introduces New Platform to Enhance Channel Partner Performance and Drive Revenue Growth

A unified platform enables businesses to efficiently train, motivate, and engage their channel partners, agents, and distributors, driving higher sales

MINNEAPOLIS, MN, UNITED STATES, March 19, 2025 /EINPresswire.com/ -- Fielo, a global provider of performance and loyalty solutions, has unveiled its platform designed to optimize the performance of channel partner ecosystems, offering tools that aim to improve revenue generation and operational efficiency.



[The platform](#) is tailored to help businesses maximize the potential of various channel partners, including distributors, vendors, retailers, dealers, contractors, and brokers, by fostering stronger engagement and more streamlined operations.



Fielo enables brands to build stronger, more profitable channel partnerships by offering an integrated solution that improves performance, boosts engagement, and drives measurable results”
Sanjay Agarwal, CEO of Fielo.

Key Features of Fielo’s Platform Include:

- **Incentives and Loyalty Programs:** Businesses can create and manage scalable, automated incentive programs, such as rebates, SPIFFs, and loyalty rewards, aimed at motivating partners and driving sales performance.
- **Training and Certification:** Fielo offers tools to provide tailored training courses, certifications, and product knowledge resources to ensure partners are equipped with the necessary skills to effectively represent the brand.
- **Asset Management:** The platform includes a digital asset hub that allows partners to access

and distribute customizable, branded marketing materials, enhancing product promotion efforts.

- **Gamification:** Features like tiered progression, leaderboards, and missions are integrated to encourage competition and improve partner performance.
- **Communication Tools:** Fielo supports communication through integrated channels such as web portals, email, SMS, and WhatsApp, ensuring real-time updates, promotions, and messages are delivered to partners.

Flexible Integration Options: Salesforce-Native and Open Cloud

Fielo's platform offers two deployment options to suit businesses of different sizes:

- **Salesforce-Native:** For businesses using Salesforce, Fielo integrates seamlessly to synchronize data in real-time, improving operational efficiency.
- **Open Cloud:** For organizations utilizing other CRMs or data systems, the Open Cloud solution enables easy integration while maintaining the platform's robust performance features.

"Fielo's platform provides companies with the tools needed to enhance partner relationships and drive performance," said Sanjay Agarwal, CEO of Fielo. "By improving engagement and delivering measurable results, businesses can foster stronger, more profitable channel partnerships."

For more information or to schedule a demo, visit fielo.com.

About Fielo

Fielo is a provider of performance and loyalty solutions, helping brands improve the effectiveness of their channel partner and direct sales ecosystems. The company's solutions are designed to drive profitability, engagement, and long-term success.

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