

How GN ReSound created a B2B loyalty program that drives partners success

How an electronic devices manufacturing
company chose Fielo to create a unique initiative
to engage its partners and foster loyalty



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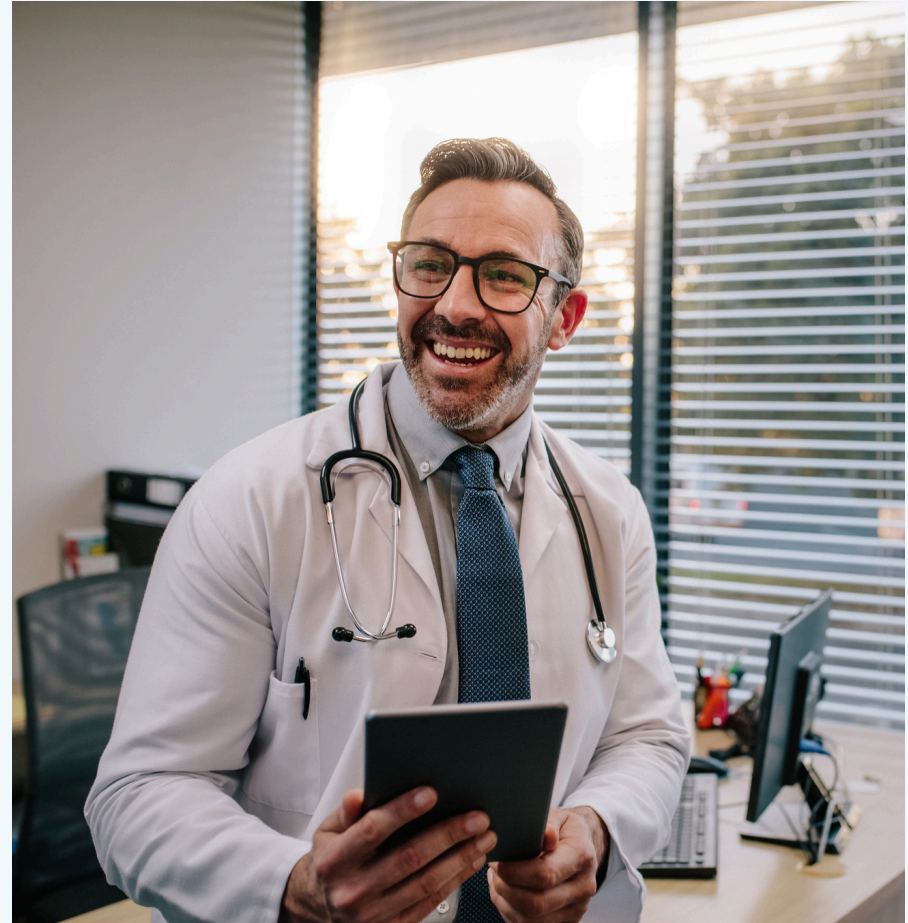
Courtesy: GN Hearing

1. GN's commitment to listening to partners

GN is a leader in audio and video solutions, dedicated to enhancing communication for individuals with hearing loss and improving business and gaming experiences.

With over 7,000 employees across 100 countries, GN's North American team identified an opportunity to implement a B2B loyalty program for one of its lead hearing aid brands, [ReSound](#).

This initiative aims to better understand partner segmentation, enabling tailored recognition based on customer actions and engagement levels.



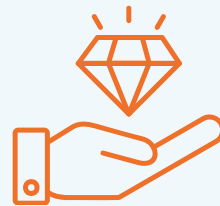
2. Innovative partnership approach

GN ReSound's loyalty program moves beyond traditional transactional models by focusing on genuine partnerships that support small businesses in their dual roles as practitioners and owners. The program is built on three key foundations:



Customer Insight

Gain a deeper understanding of partner profiles to provide tailored support and recognition based on their actions and engagement levels.



Value Creation

Establish a consistent framework that delivers real value to practitioners, fostering a mutually beneficial partnership that promotes profitability.



Transparency

Enhance clarity in the program by allowing practitioners to see what they've earned, redemption options, and opportunities for accelerating business growth.



Courtesy: GN Hearing

3. Loyalty program strategy

The loyalty program extends support to small practitioner businesses, typically with around four employees focused on patient care. It simplifies business management without requiring extra time or expertise. Carefully selected marketplace partners ensure reliable solutions, boosting program credibility.



3. Loyalty program strategy



1. Incentives

Practitioners earn and redeem rebates and points.



2. Marketplace

Points can be spent on a wide range of products and services to help reduce business costs.



3. Choice Benefits

Tailored perks like business insurance, health plans, and savings plans for long-term financial success.

GN ReSound's partner program explores different Fielo's platform capabilities, including incentives, tiers, segmentation, member management, and APIs.

4. Program structure & member's engagement

The program incentivizes a range of behaviors, including joining the program, purchasing products, answering surveys, and engaging with GN ReSound.

Multi tiers	Multi incentives	Outstanding engagement
<ul style="list-style-type: none">• Member• Silver• Gold• Platinum• Diamond	<ul style="list-style-type: none">• Join the program• Purchase products• Answering surveys• Philanthropic activities• Attend events	<ul style="list-style-type: none">• 90% active members• 98% active members in top 3 tiers• 90% members redeeming rate

*Unlike traditional loyalty programs focused solely on transactions, GN ReSound's program **emphasizes partnership**. It helps small businesses thrive as practitioners and owners, aligning goals and incentives. The philosophy centers on mutual success—GN ReSound's success depends on its customers' success.*



Courtesy: GN Hearing

6. Practitioner reactions and recognition

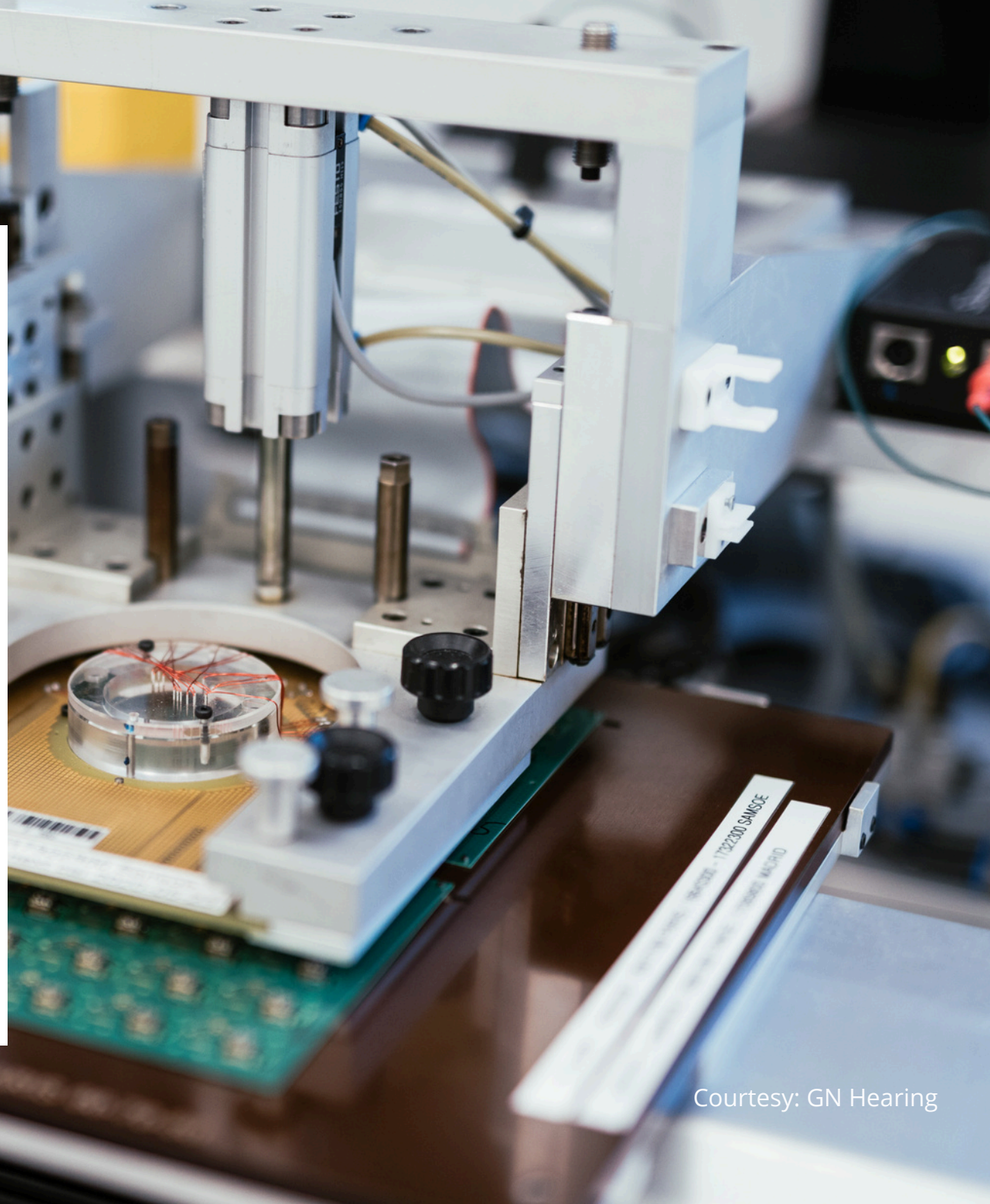
Practitioners, including former supporters of competitors, have embraced the loyalty program, praising its progress while others retreat.

Many who were once loyal to competitors have shifted most of their business to this program, recognizing its momentum and dedication to member support.

Even competitors acknowledge the program's superiority, earning it respect across the industry.



Also, the marketplace transformed the program from a static experience to a dynamic one with a vast product range and multiple payment options, which benefited practitioners by offering essential products at competitive prices.

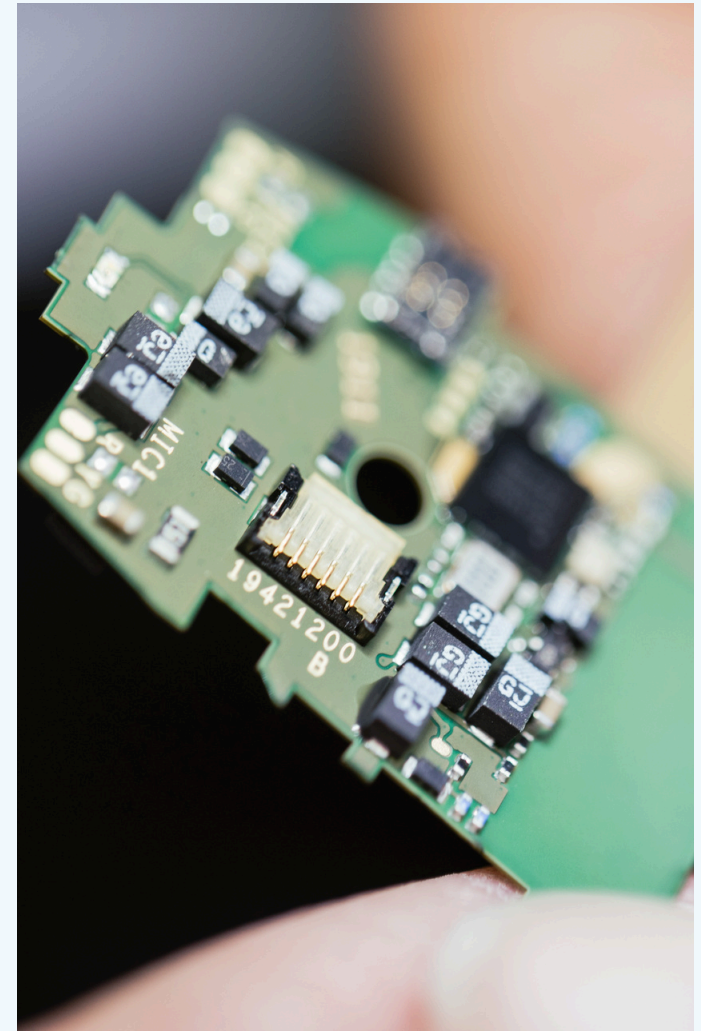


Courtesy: GN Hearing

Future program enhancements

Courtesy: GN Hearing

- **Thought Leadership and Product Knowledge:** The program will focus on thought leadership, offering evergreen content to help members grow as both practitioners and business owners.
- **Dynamic Engagement:** Future plans include interactive features like gamification - through Fielo technology - to make the program more engaging, tailoring interactions based on member status.
- **Advisory Board Collaboration:** Feedback from an advisory board will help shape the program, emphasizing a "designed for you, by you" approach.



Why GN chose Fielo for their loyalty program

1. Business Model: Fielo met GN Resound's need for a strong B2B loyalty platform with future B2C expansion potential.

2. Technical Capabilities: Fielo offered a flexible, low-code platform supporting loyalty, incentives, and easy integration.

3. Total Cost: Fielo's scalable, cost-effective model minimized IT overhead, allowing GN ReSound's marketing team to configure the program without heavy resources.

4. Timing & Ease of Implementation: Fielo's quick deployment and seamless integration fit GN ReSound's market goals.

5. Scalability: The SaaS model and flexible licensing made it easy to scale across markets.

6. Service Level: Reliability was key, as the program is central to GN ReSound's commercial strategy.



"Fielo supported the creation of our loyalty program not only through its robust technology platform but also with invaluable knowledge and expertise. Their team's guidance on program design and best practices helped us build an impactful initiative that resonates with our partners and drives mutual success."

John Gallagher, VP Marketing and Strategy

"The partnership with Fielo was characterized by adaptability, where the company went beyond the standard scope of work to meet evolving needs, such as adding features to the product roadmap and customizing product functionality"

Matt Lang, Director Program Management



About Fielo

With our performance suites for channel partners, customer loyalty, and sales, we empower organizations of all sizes to modernize their digital programs, transforming them into a competitive advantage.

With over a decade of focus on innovation, we have built a plug-and-play platform that integrates directly with your business's CRM, eliminating the need for codes or developers.

The expertise included in our product allows our customers to create their programs in just a few clicks, making management easy and straightforward. Fielo is loyalty made simple!

Learn More:

