

Boosting Distributor Performance

Learn how ArcelorMittal used Fielo's Salesforce-native platform to create a scalable incentive program that drives results and builds distributor loyalty



1. Introduction

As a global leader in steel manufacturing, ArcelorMittal faced the challenge of aligning its extensive distributor network with strategic objectives while enhancing engagement and operational efficiency.

To address this, the company launched the Excellence Program, designed to drive higher sales, improve customer service, and streamline operations.

Leveraging Fielo's innovative platform, ArcelorMittal implemented a scalable initiative that fostered distributors' loyalty.



2. The Challenge

Building a scalable, impactful incentive program required tackling several key issues:

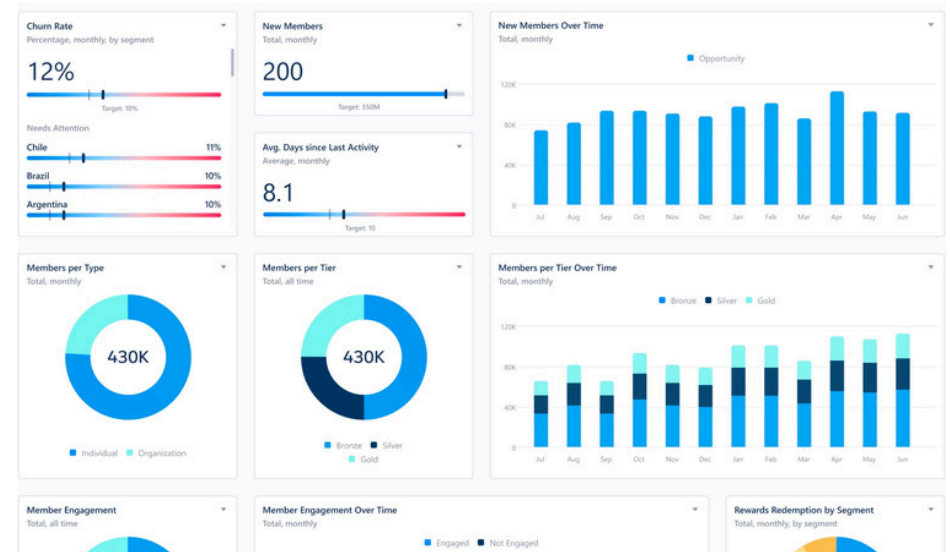
- 1. Stakeholder Motivation:** Ensuring meaningful engagement through tailored rewards.
- 2. Complex KPI Management:** Tracking metrics like sales growth and regional performance across diverse markets.
- 3. Real-Time Feedback:** Equipping participants with actionable insights on their progress.
- 4. Future-Proof Design:** Ensuring scalability without compromising ease of use.



3. Why Fielo?

ArcelorMittal selected Fielo's platform after a comprehensive evaluation. Key reasons included:

- 1. **Customizable KPI Frameworks:** Seamlessly integrating multiple performance metrics.
- 2. **Real-Time Insights:** Advanced dashboards for performance monitoring and analysis.
- 3. **Minimal IT Effort:** Intuitive tools empowering administrators without complex coding.



4. Solution Highlights

Fielo enabled ArcelorMittal to create a multi-layered incentive structure:

- **Tailored KPIs:** Tracking critical activities like customer retention and eCommerce engagement.
- **Engaging Rewards:** Points-based incentives tied to measurable outcomes, fostering competition and motivation.
- **Data-Driven Insights:** Real-time analytics empowering stakeholders to optimize strategies.



Conclusion

The *Excellence Program* represents a strategic step forward for ArcelorMittal in driving performance, engagement, and customer satisfaction across its sales distribution network.

With Fielo's innovative platform and expertise, the program is set to align business objectives with measurable outcomes, fostering a culture of continuous improvement and growth.

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 code 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.

Learn More:

