



# Rewards + Redemption

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# Benefits

## **New motivation**

Gamification of any type of task provides newfound motivation to accomplish even the most tedious of goals.

## **Boost productivity**

These accomplished goals will result in rewards - this helps keep the user coming back to complete even more.

## **Higher user engagement**

Having engaged partners or customers provides a new opportunity to keep them informed with the latest news, training, marketing documents, etc.

## **Increase sales**

Ultimately, use of gamification can have a great impact on sales as users become more engaged, get involved in friendly competition with one another and strive to earn more. As they earn more, you earn more.



**Skyrocket user engagement**





# How it Works

The Magentrix rewards module allows you to create rewards programs to gamify the partner and customer experience. Incentives significantly help drive higher partner and customer engagement.

Rewards can be designed as either cash or points programs.

Users can enroll in a program and then claim rewards in the portal through select redemption methods. Users can view program details and must first agree to reward program terms & conditions to enroll in the program and make claims.

Program managers can review the claims submitted – which they can then choose to reject or approve. Reward claims are reportable and allow managers to export them to other reimbursement programs.

## Fast facts:

- Supports set-up of multiple rewards programs
- Programs can have multiple levels within it
- Each program has its own leaderboard
- Supports multi-currency for cash rewards
- Program can be configured to have points set to expire
- Users can view activities, and access reward history
- Customizable claim submission
- Program admins can define each program's details (points accumulation settings, program levels, enable or disable gamification, badge expiry, etc.)
- Users can receive points for logging in, for completing a course, registering a deal, program expiry, program audience, reward settings, etc.

# Achievement Tiers



Level 1

**0 points**



Level 2

**500 points**



Level 3

**1000 points**



Level 4

**2000 points**

Example of possible tiers.

Remember, the points system and badges are customizable.

**Final Level**  
**3000 points**



# Redemption



**Choose from 200+  
gift card vendors**



**T A N G O**  
CARD

When enough points are rewarded, you may redeem them in the form of gift cards. Supported by TangoCard.



**in 28 currencies**

# Incentive Strategies

## Customer Success Incentives

Drive portal usage by rewarding daily portal logins. Keep your customers informed by awarding points for reading news and announcements. Ensure clients are staying up-to-date on offerings by rewarding completion of online training courses. Reward customer feedback - encourage clients to post their ideas. Boost online event attendance by offering incentives for registration from the portal.

## Partner Management Incentives

Drive funnel revenue by offering point or cash incentives for registering, qualifying, and closing deals. Ensure your partners stay informed and educated as they earn points for reviewing your latest product information, and earning certifications for online training. Keep partners up-to-date by rewarding them with return visits to the portal. Drive online or in-person event registrations by rewarding successful sign-ups and attendance. Continuously improve and enhance your partner program using incentive-backed ideation.

# Best Practices

## **Clearly Define Program Structure**

Ensure participants are very clear about all the rules and details of the program. Indicate who the program admins are and who assesses and approves reward claims. The best outcomes occur when participants are informed and stay informed of any changes.

## **Communication**

Make sure your participants have a clear understanding of exactly what options they have to earn rewards and the route they need to take to acquire them. The more you communicate, the more they enroll, earn points, redeem and remain engaged. Regularly ask participants for feedback, assess what's driving high engagement, and make adjustments to your gamification program accordingly.

## **Award Points Regularly**

A new user is often eager to get as many points as possible and watch their earnings grow. Should it grow in a timely manner, they become encouraged to return to do more and earn more. This is why it's very important to not only maintain a regular schedule for awarding points but to keep them motivated, sending participants regular reports of their earnings can also help.

## **Set Appropriate Awards**

Be generous with points and assume that they will represent between 1-3% of your sales revenue volume. Note that in most effective programs, participants earn enough points to get a meaningful reward. Allocate a sufficient budget for your reward program. An effective budget can be approximately \$250 per participant annually.

# Get Started Today

If you would like to learn more or to get started with your own rewards module, please contact [sales@magentrix.com](mailto:sales@magentrix.com) or call 1-888-961-4736 or [click here](#).

Please note, in order to use the rewards module, you must be on the **Elite edition** of Magentrix.



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[magentrix.com](http://magentrix.com)

We are the portal experts - specializing in partner portals and customer portals. We seamlessly integrate with your CRM to maintain a single corporate data source. Deliver content, share information and much more with your partners and customers. Customize the look and feel with your own brand.

It's not magic. It's **Magentrix**.