

CASE STUDY: CHANNEL PERFORMANCE OPTIMIZATION



FrontierView helped Company Alpha optimize its channel management processes by standardizing its distributor performance assessment framework and revising its distributor incentive structure

CHALLENGE

Company Alpha was struggling to drive engagement and sustainable growth from its distributors in APAC and felt that a fresh approach to partner performance management was needed to kick-start regional growth.

APPROACH

FrontierView adopted a three-phase approach to support Alpha in developing a robust distributor performance management system in Asia Pacific:

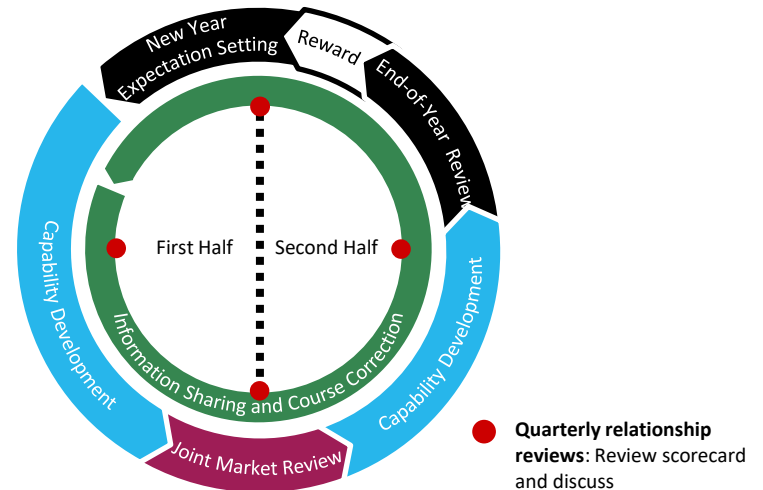
- Diagnosed capability gaps in Alpha's distribution and prioritized areas for performance improvement
- Built a scorecard to evaluate performance based on an objective assessment of KPIs and updated the distributor incentive structure
- Documented the previous phases in a comprehensive playbook on distributor performance management to capture process steps from FrontierView's engagement and support ongoing implementation

RESULTS

FrontierView analyzed the high priority distributor capability gaps for each of Alpha's five product divisions and presented the results to the division heads, which helped Alpha tremendously in identifying the areas for improvement in its channel network. FrontierView also built a distributor performance scorecard for Alpha's biggest product division which will be officially rolled out to Alpha's distributors across Asia Pacific.



Distributor Performance Review Cycle, *Illustrative*



Company Alpha

Industry Healthcare

Geography Asia Pacific

Size > US\$ 18 billion

Relationship 4 years