

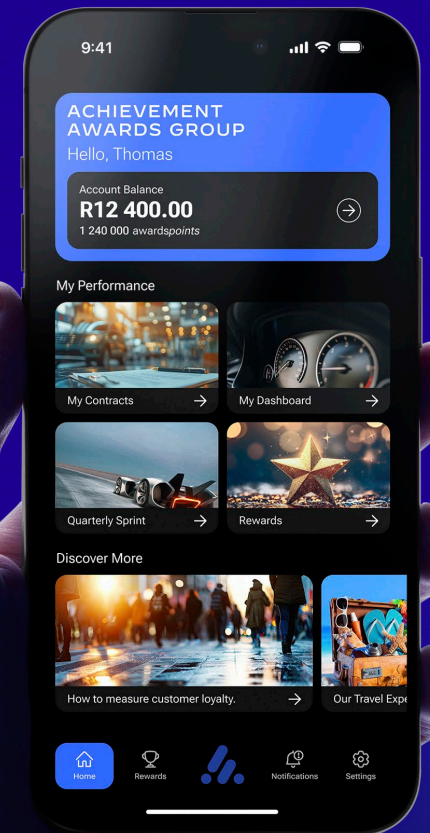
Meet the new **performXP** app from Achievement Awards Group.

# EXPERIENCE THE POWER OF PARTNER LOYALTY IN THE PALM OF YOUR HAND.

Transform the way  
you incentivise and  
reward your sales and  
distribution channels.

performXP is a super-powered way to implement  
and manage your channel partner loyalty programs.  
A South African first that integrates incentives,  
communication, performance tracking and rewards  
into a single mobile interface.

Get more control, simply. Get participants  
engaged and driven, smartly. Get measurable  
business results, speedily.



# Build brand loyalty with many partners, in one app.

All the features you need to drive business results and build partner loyalty.

**performXP** is the all-in-one app that gets your channel partners all-in. Manage an incentive program easily, at the tap of a finger. Overcome challenges of legacy systems, disparate data sources and in-house solutions. Efficiently and effectively engage your participants, promote the behaviours you want from them, drive sales, and build their loyalty to your brand above others.

#### Features include:

##### Customisable configuration.

Apply your branding and campaign look and feel. Set up unique program rules. Add periodic promotions. And more.

##### Always on, always there.

Get participants engaged more often, more easily, with interaction any time, anywhere, rather than once a month in designated places.

##### In-app communication.

Conveniently send news, notifications, training and marketing material, instead of relying purely on emails and SMSes.

##### Up-to-date data.

Get real-time insights from dashboards and reports. Available at participant, dealer, division and program owner level.

##### Integrated support.

Built-in, automatic connection to the performXP contact centre means participants are always easily supported.

##### Engagement, motivation and reward.

Enjoyable gamification. Healthy competition. Positive incentivisation. Easy redemptions. All in one app.

#### What performXP performs at.

Increasing sales

Moving old stock lines quickly before new product launches

Increasing partner loyalty

Promoting outstanding marketing standards, including:

Product display

Correct pricing

Holding adequate stock

Training sales people

Delivering consistent customer experience

#### Who performXP performs for.

Automotive

Insurance and financial services

Tech and telecommunications

Consumer electronics and home appliances

Retail

FMCG manufacturers

Estate agencies

Any business with B2B sales and distribution channel partners

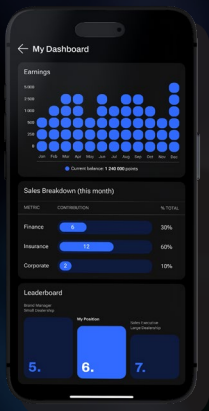


# 01



# Engage your channel partners the right way.

Manage your partner programs like a pro.



From implementing a program, to managing it, to measuring it, performXP gives you more control simply, and greater participant engagement quickly.

## **Performance in a snap, with just a tap.**

Get your partner incentive program faster to market, and make it lighter on budget. It's easily customisable and highly scalable, no matter the size of your business.

## **Functionality that does more legwork ...**

In-app communication allows you to launch marketing initiatives any time, and inform participants at the right time. Set goals and make participant dashboards readily available.

## **... and data that reduces guesswork.**

Up-to-date performance reports can give participants instant, personalised sales information. Historical performance comparisons provide insights they can act on to keep improving.

## **How performXP gets performing.**

- 1. Set up, simply.**  
Configuration in line with your branding and program objectives.
- 2. Manage, magnificently**  
Activate, monitor, measure, adjust, with easy in-app communication.

- 3. Reward, rapidly.**  
Points, your incentive currency, can be awarded in real time. Participants can redeem, in-app, any time.

# 02

Incentivise partners your way. While they're rewarded their way.

**performXP** enables you to set up program incentives flexibly. Points can be awarded immediately, rather than at month-end. And they can be redeemed in multiple ways, on almost infinite rewards.

**Make points more potent.**

You can set up program rules as you want, rewarding the behaviours you need. Points are always visible, so participants are motivated constantly instead of just monthly.

**Make success more celebrated.**

Leaderboards give everyone sight of who's achieving, setting up healthy competition. Performance is rewarded with points, in an engaging interface, affirming the behaviours you want to drive.

**Make redemption more relaxed.**

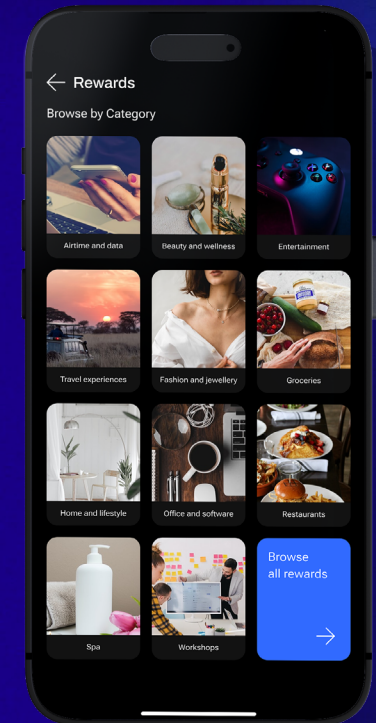
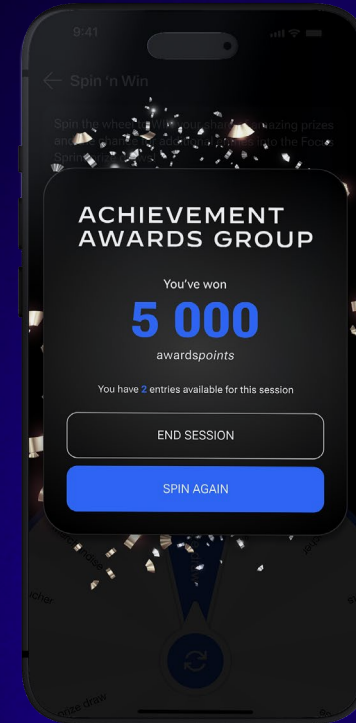
Points can be redeemed easily, immediately, any time, in app, in a variety of different ways, including:

Physical card  
Virtual card  
Digital vouchers

**Make rewards more rewarding.**

Participants can choose the rewards that are meaningful for them, with hundreds of thousands of options, including:

Experiences  
Spas  
Airtime and data  
Entertainment vouchers  
Beauty and wellness products  
Fashion and jewellery  
Groceries  
Home and lifestyle  
Restaurants and fast foods



03

Reward your partners how they want to be rewarded.



# Experience meets efficiency. Expertise meets ease.

performXP.  
With Achievement  
Awards Group's  
smarts, built in.

# 04

Achievement Awards Group has more than 40 years of experience helping businesses engage, motivate and reward people. We're a full-service partner offering end-to-end delivery of loyalty programs, encompassing solution design and configuration, program administration and management services, reward fulfilment and data analytics – all supported by our client services team, from program launch to close-out.

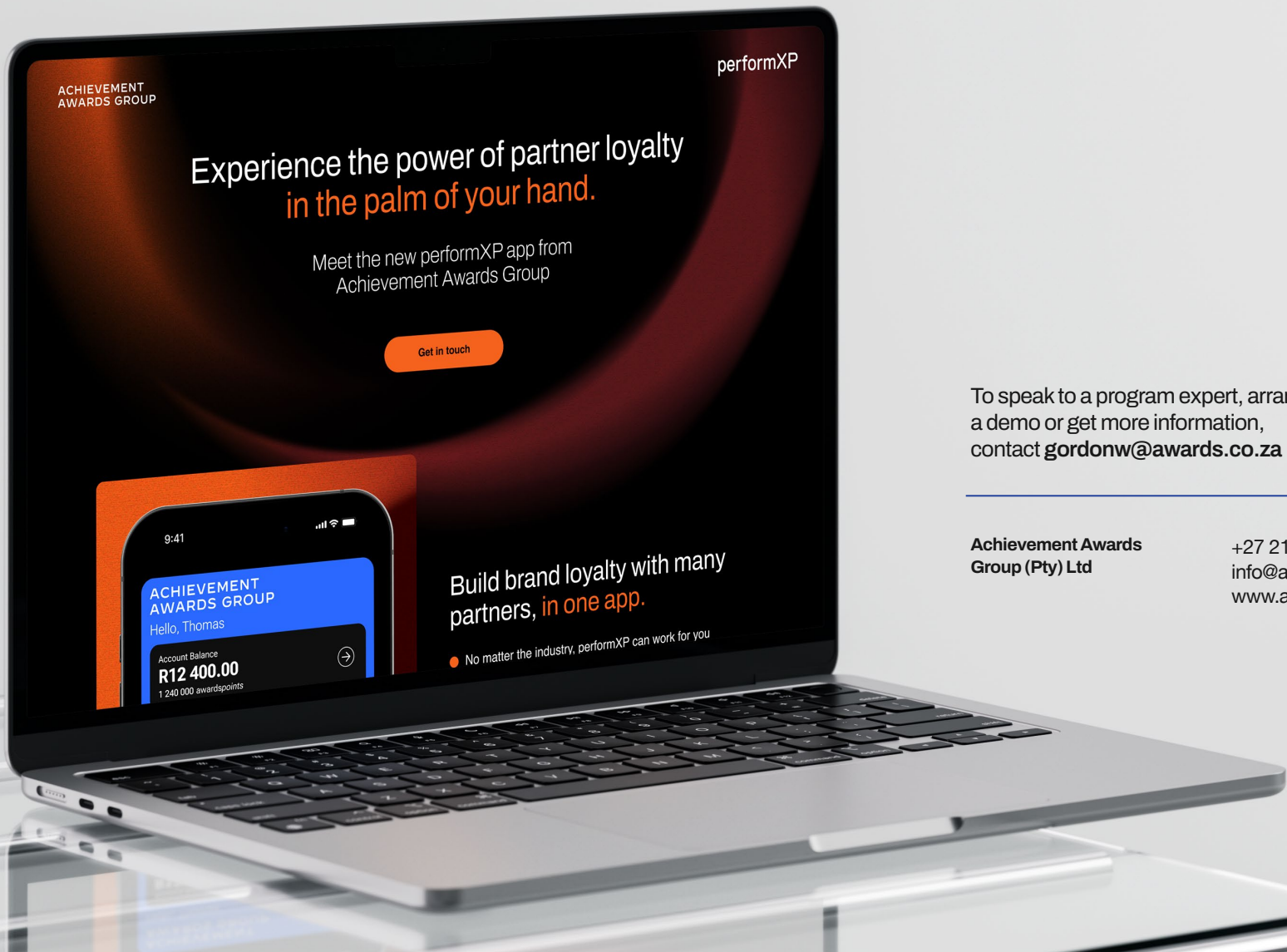
**performXP** was built on the back of our deep understanding of human behaviour, thorough research, and data-driven insights, which have produced a track record of delivering business results and performance for our clients.

**performXP** is one of a suite of apps we've developed to increase the efficiency and reduce the costs of improving loyalty. It makes B2B incentive programs more accessible to top 500 and mid-market companies, helping to drive your channel partners' business performance and build their loyalty to your brand.



Ultimately, performXP is about building stronger relationships between brands and partners to drive loyalty, growth and business performance.

Dane Amyot, MD,  
Achievement Awards Group



ACHIEVEMENT  
AWARDS GROUP

performXP

Experience the power of partner loyalty  
in the palm of your hand.

Meet the new performXP app from  
Achievement Awards Group

Get in touch

9:41

ACHIEVEMENT  
AWARDS GROUP

Hello, Thomas

Account Balance  
**R12 400.00**  
1 240 000 awardpoints

Build brand loyalty with many  
partners, in one app.

● No matter the industry, performXP can work for you

To speak to a program expert, arrange  
a demo or get more information,  
contact [gordonw@awards.co.za](mailto:gordonw@awards.co.za)

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