

Interaction with your business partners

The right information, to the right people, at the right time

Many organisations rely on their business partners, agents, intermediaries and channels to sell, deliver and support their products and services. Effective communications between a business and their partners is vital to maximize revenues and ensure quality of service and compliance

Why is communication important?

Effective communication with your business partners is vitally important. If your partners don't have the latest literature, price lists, competitive positioning and compliance related information, your product sales and quality of support will suffer.

What are the issues with existing communication channels?

Email is overburdened, ineffective and non-prioritised. With over 91% of emails being SPAM (Source: Postini Jun 2008), getting through to business partners is proving increasingly difficult. Many regulated sales businesses require an audited communication process to demonstrate that their salesforces have not only been informed but have understood compliance notifications. This is challenging as telephone calls and onsite training are expensive and time consuming.

How does Skinkers dramatically improve partner communications?

Skinkers delivers priority communications, directly to the computer, handheld or mobile phone of your business partners. This audited, high impact, "direct-to-partner" communication technology can deliver multi-media content from video through to price lists and notifications.

Example of a message sent by BM Solutions to their intermediaries



"Skinkers has proved to be 369% more effective than emails at delivering critical business information."

Vodafone

"In a fiercely competitive climate we are leading the market with Skinkers cutting edge technology."

BM Solutions



Key benefits

- **Improved channel effectiveness:** Deliver important collateral, pricing materials and product training directly to your channels staff.
- **Increases revenue:** Improved sales through more engage channels staff who have the latest offers and product descriptions at their finger tips.
- **Secure:** Opted in and secure communication with business partners.
- **Visible:** Skinkers messages take priority on the desktop or the handheld, whether the user is on or offline.
- **Fast:** Faster than email for creating offers to be driven through the channel.
- **Effective:** More effective than email at reaching users, 281 – 900% more click throughs.
- **Lower Cost:** More cost effective than call centres and traditional online and on-site training.
- **Audited:** No estimates or guess work – you will know precisely if your partner saw your communication and when and how they responded to it.

"In the 'attention economy' the value of emails is rapidly approaching zero."

Financial Times, 26 August 2006

Skinkers clients include

virgin atlantic

INTELLIGENT FINANCE

AA.com

FT.com
FINANCIAL TIMES

BBC NEWS

BM SOLUTIONS

Find out how Skinkers can benefit your business

For further information about our products and services, visit our website - www.skinkers.com.

Skinkers named 'CRM Marketing and Analytics Cool Vendor' by Gartner Group 2006.

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