

# Customer and Partner Engagement

Practical insights on loyalty, incentive, referral, rewards, and engagement programs that help organizations create stronger customer and partner relationships.



# Mobile Platform Empowers Retailers to Instantly Celebrate Employee Achievements



Rohit Singh • VP of Customer Engagement • [Schedule Free Consultation](#)



NextBee announced the launch of its new Retail Loyalty Recognition & Rewards Program for employees. The mobile app platform includes many cutting edge features.

This new initiative goes beyond driving revenues for companies. It could, more importantly, improve the lives of their associates.

NextBee CEO Ashish Mohole had this to say,

“A [recognition program is a valuable tool that improves employee retention](#), employee happiness, strengthens peer-to-peer relationships, and aligns teams with a company’s values, which in turn drives improved and consistent performance levels.

Anyone who has worked in retail knows the perceived bubble of separation causes programs and initiatives to either fall by the wayside or encourage people to comply.

Our new turnkey platform, which has a rapid “go live” timeline, breaks down walls and creates environments where recognition of all types build up and strengthen a team and helps retain employees. **We’re excited about how this could drive revenue for companies but, more importantly, how it could improve the lives of associates.”**

**In-depth Segmentation:**

Leadership can segment users by type (associate, assistant manager, manager, etc. It creates a more personalized Retail Loyalty Program for its employees while generating more in-depth analytical data.

**Customizable Rules Engine:**

Each retail location is unique. The platform allows for the setup of rules based on a specific product, promotions that entice users to keep participating.

**Smart Incentives:**

Management can set limits, change the tier reward point levels, and adjust incentives based on micro-patterning data to drive even more engagement.

Everything in the Retail Associate [Recognition and Rewards Program creates an engaging yet highly flexible environment that drives users to participate and perform](#). All of this builds a culture of teamwork and excellence.

In addition to this new program, NextBee offers Engagement Solution that has recently launched a new Security Compliance Assessment Service for Loyalty and Engagement Programs. It evaluates any weak spots in current loyalty reward programs. Companies can register for these free assessments at [Info.NextBee.com](http://Info.NextBee.com).

You can also join the online conversation on [Facebook](#), [Twitter](#), and [LinkedIn](#).

**About NextBee:**

[NextBee](#) is a software company that creates cutting edge engagement programs via their AI and Machine Learning system. For the past ten years, NextBee has delivered its technology as a service to the world.

Our award-winning engagement marketing platform automates the full lifecycle of loyalty, referral, and advocacy efforts. NextBee offers personalized solutions for integration, implementation, and engagement services.

- Smart predictive analysis and effortless data reporting system
- Drives better retention with the option to customize rewards, perks, and discounts according to choice
- No need for additional software for plug-ins to run the solution
- Self-automated that runs on Artificial Intelligence

NextBee delivers the [engagement software](#) solutions, and support companies want at each step of their business' journey.

Contact us today to book your free demo and take a closer look at all the features and functionalities of the software.

# Our Pledge to You



“Our relationship with you, our client is a strong partnership between our two companies. We bring to you years of best practices, a complete solution, our commitment, and unwavering dedication to your business’ success.”

## Rohit Singh

VP of Customer Engagement

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# Learn More About Our Proven Approach

We have worked with 300+ brands and helped them succeed. To learn more case studies

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Align Your Company, Your Teams, And Your Individual Employees To Foster A Company Culture Rooted In Success.



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